BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
MARCH 1, 1934

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR
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12 YEARS OF LEADERSHIP!

Excerpts from a few of the many congratulatory messages received at the celebration of WOR's Twelfth Anniversary on Feb. 23, 1934:

". . . Heartiest congratulations from the people of the State of New Jersey, whom your organization has served unstintingly in every conceivable way . . ."

A. HARRY MOORE, *Governor,*
State of New Jersey.

". . . As one of the earliest stations in the field your advantages have been great. . . ."

HERBERT H. LEHMAN, *Governor,*
State of New York.

". . . May you continue the high standard of achievement which has been your share in the development of a new art. . . ."

FIORELLO H. LAGUARDIA, *Mayor,*
City of New York.

". . . Station WOR will, I am sure, continue to carry out the high ideals of public service that its founders laid out for it. . . ."

GIFFORD PINCHOT, *Governor,*
State of Pennsylvania.

". . . This station contributes immensely to the pleasure, interest and education of the people. . . ."

ALBERT C. RITCHIE, *Governor,*
State of Maryland.

AS one of the country's pioneer stations—the second to operate in the New York Area—WOR points with pride to the rounding out of twelve years of service to the millions of radio listeners in the New York Metropolitan Area.

These twelve years—through programs constantly attuned to the metropolitan audience—programs produced in a friendly, human spirit—WOR has striven always to maintain a bond of cordiality with its listeners.

The large, loyal, appreciative audience with which these efforts have been rewarded is today the heritage of WOR advertisers.

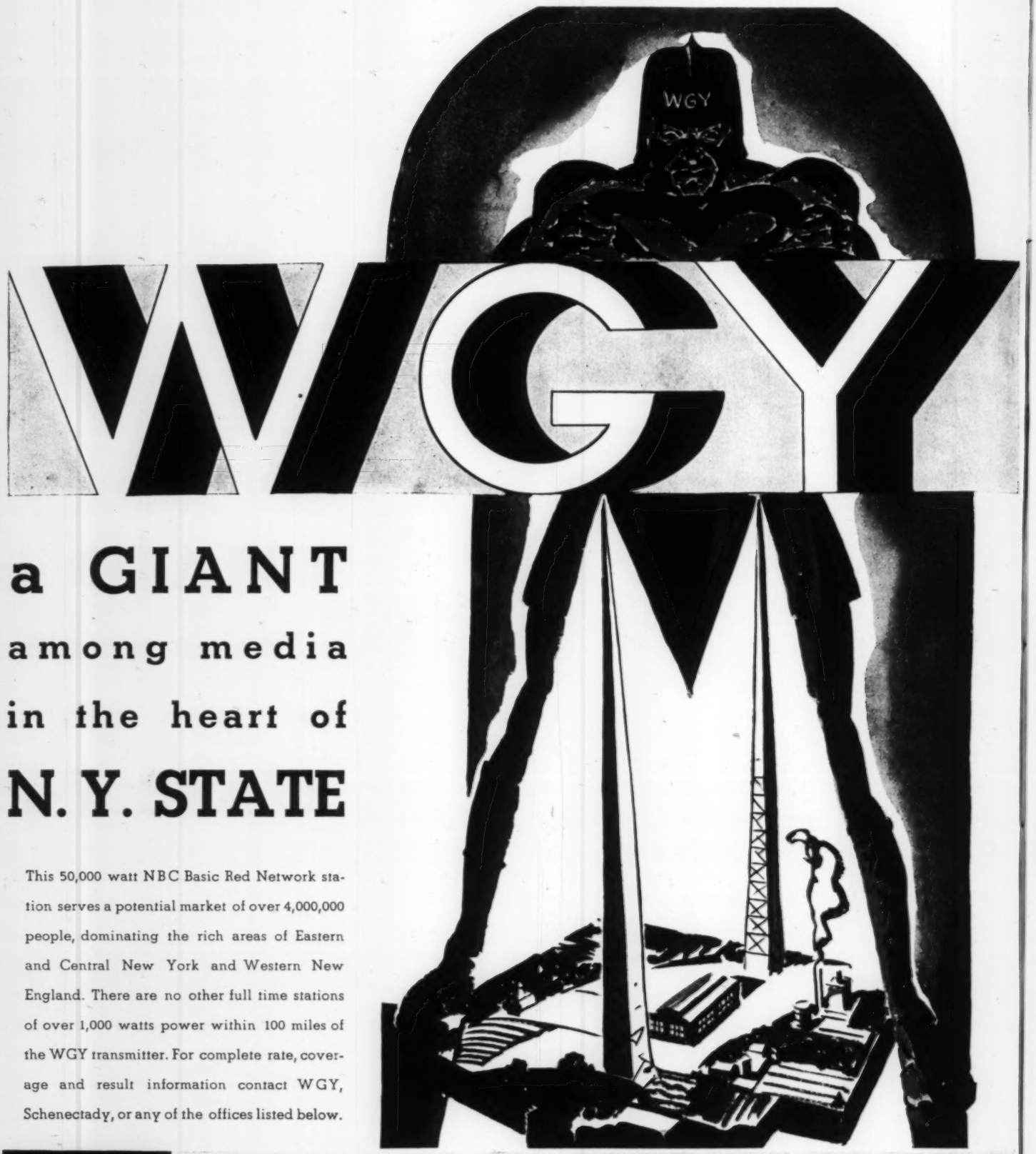
It's something you won't find in our rate card—yet it's one of the biggest things you get when you buy WOR!

WOR

BAMBERGER BROADCASTING SERVICE, Inc., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway
Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue
Boston Office: James F. Fay, Statler Bldg.

XUM



WGY

a GIANT among media in the heart of N.Y. STATE

This 50,000 watt NBC Basic Red Network station serves a potential market of over 4,000,000 people, dominating the rich areas of Eastern and Central New York and Western New England. There are no other full time stations of over 1,000 watts power within 100 miles of the WGY transmitter. For complete rate, coverage and result information contact WGY, Schenectady, or any of the offices listed below.

NBC LOCAL SERVICE BUREAU

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO & KGO

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

50,000 Listeners Tell . . .

When and How to Sell by Radio
In the Greater Milwaukee Area

ADVERTISERS have long needed accurate radio station coverage information comparable to the ABC statements of newspapers and magazines. Now WTMJ, The Milwaukee Journal station, offers that information to take the guess out of radio circulation in the Greater Milwaukee area.

More than 50,000 radio set owners have been interviewed regarding listening habits and WTMJ can now tell you, for every hour of the day and every day of the week—

1. How many radio set owning families are at home—
2. How many have their radio sets turned on—
3. How many are listening to each station—
4. Per cent of all listeners preferring each station—
5. The six week-day average for the above information—
6. What program and type of program is preferred.

Every radio advertiser who hopes to sell the Milwaukee area will be especially interested in the results of 18,000 telephone and personal call interviews in which radio owning families were asked—

"Is your radio set turned on NOW?"
"To what station?"

Note that these questions get a factual answer regarding the conditions at the moment of contact, require no memory on the part of the person questioned and allow no opportunity for mistaken opinion or guesses.

The results of these surveys are compiled in a 60-page book, "Listening Habits of Greater Milwaukee," available without charge to sales and advertising executives. It is recommended particularly for advertisers of the opinion that Chicago stations sell Milwaukee.

MEMBER OF NBC NETWORK

WTMJ

WISCONSIN'S FAVORITE STATION

THE MILWAUKEE JOURNAL STATION

National Representatives . . . . . EDWARD PETRY & COMPANY, Inc.
NEW YORK — CHICAGO — DETROIT — SAN FRANCISCO — ATLANTA

WITHIN the *primary daytime* coverage areas of these twelve important stations—the buying habits of over thirty million people are regularly influenced by well planned commercial programs! May we help you plan your program in any—or all—of these important markets?

FREE & SLEININGER, *Inc.*

RADIO STATION REPRESENTATIVES

CHICAGO
180 N. Michigan Ave.
Franklin 6373

NEW YORK
Chrysler Building
Murray Hill 2-3030

WE REPRESENT THESE LEADING STATIONS IN THE CHICAGO AREA ONLY:

WGR-WKBW BUFFALO
CBS Basic Network

Primary Daytime Coverage Area: Population 1,544,828—These two *full time* stations alternate CBS basic network programs with local productions of network calibre. The overwhelming majority of local advertisers use WGR or WKBW exclusively.

WCAE PITTSBURGH
NBC Basic Red Network

Primary Daytime Coverage Area: Population 3,618,629—According to all surveys, the favorite station of Pittsburgh listeners. According to local *and* national advertisers, the most effective way to reach the thriving Pittsburgh market by radio.

WBNS COLUMBUS
CBS Basic Supplementary Group

Primary Daytime Coverage Area: Population 714,732—The only full time station, and the only network outlet in the Central Ohio trading territory. Carries 90% of the national radio advertising accounts now running on Columbus stations.

CKLW WINDSOR, ONT.
CBS Basic Network

Primary Daytime Coverage Area: Population 5,553,000—The most popular station with Detroit listeners, carrying Columbia's finest programs and more local Detroit programs than any station in Detroit, giving the advertiser American and Canadian coverage at the lowest cost per listener.

KSTP MINNEAPOLIS-ST. PAUL
NBC Northwestern Group

Primary Daytime Coverage Area: Population 1,142,093—Sole Twin Cities outlet for "big name" programs of both Red and Blue networks, combined with finest local features, the overwhelming choice of listeners and advertisers in Twin Cities trading area.

WOC-WHO DES MOINES
NBC Basic Red Network

Primary Daytime Coverage Area: Population 4,389,108—50,000 watts power, with plenty of "ground to cover." To sell Iowa, you must reach scores of cities, hundreds of small towns, thousands of farms. WOC-WHO has 92% of the total Iowa evening power allotment.

KFAB LINCOLN
CBS Northwestern Group

Primary Daytime Coverage Area: Population 2,522,075 — Nebraska's most powerful radio station, effectively serving a large territory in eastern Nebraska, northern Kansas and southwestern Iowa, in which 65 per cent of the people live on farms and in small towns.

KOIL OMAHA-COUNCIL BLUFFS
NBC Basic Blue Network

Primary Daytime Coverage Area: Population 1,363,985—Proven time after time by unbiased surveys to be the favorite station in the Omaha-Council Bluffs trading area, the wealthiest and most populous market in the state.

WE REPRESENT THESE LEADING STATIONS IN BOTH THE EAST AND MIDDLE WEST:

WHB KANSAS CITY
"Biggest Little Station in U. S."

Primary Daytime Coverage Area: Population 2,322,934—Checked and *proved* to have the largest and most responsive Kansas City audience "from sunrise to sunset," in competition with day time network programs. Local advertisers use WHB *for results.*

WMBD PEORIA
CBS Basic Supplementary Group

Primary Daytime Coverage Area: Population 464,352—The only network outlet in Central Illinois, the only station in Peoria, serving a market that is unusually prosperous *right now.* Excellent local talent available for test programs at low cost.

WDAY FARGO
NBC Northwestern Group

Primary Daytime Coverage Area: Population 785,854—"The Oldest Broadcasting Station in the Northwest," now in its twelfth year of exclusive service to a large area in Minnesota and North Dakota, with tremendous secondary coverage to pull mail.

WIND GARY
WJJD CHICAGO
(WIND) CBS Basic Supplementary Group

Primary Daytime Coverage Area: Population 5,837,199—Operating on 560 k. c. with splendid CBS and local programs, WIND effectively covers Northern Indiana and Northern Illinois at very low cost. For rural coverage, and *mail,* use 20,000 watt WJJD.

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BROADCASTING
and
Broadcast Advertising

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Communications Bill Offered to Congress

By SOL TAISHOFF

President Sends Message Urging Speedy Enactment Into Law; Rep. Prall (D.) N. Y., Named to Succeed Starbuck

SPEEDY passage by Congress of legislation creating a Federal Communications Commission with the objective of having the new agency in full operation this summer is the goal of President Roosevelt, who on Feb. 26 sent to Congress a special message asking enactment of a bill to abolish the Radio Commission and centralize communications control in the proposed new agency.

On the following day bills were introduced in both Senate and House proposing such new legislation. Hearings have been scheduled before the Senate Interstate Commerce Committee beginning March 9. Members of the Radio Commission and Interstate Commerce Commission and officials of the National Association of Broadcasters are scheduled as initial witnesses. House hearings probably will be set within a fortnight.

Follows Prall Appointment

THESE EVENTS followed swiftly upon the appointment on Feb. 22 by the President of Rep. Anning S. Prall, veteran New York Democrat, as first zone member of the present commission, succeeding William D. L. Starbuck. Mr. Prall also is slated for appointment on the projected new agency.

Despite previous announcements that the proposed legislation would simply consolidate the present Radio Act with those provisions of the Interstate Commerce Act relating to wire and radio communications, the measure introduced by Senator Dill (D.), of Washington, is regarded as far from "uncontroversial" insofar as the broadcasting industry is concerned. Salient portions of that measure are published on page 6.

NAB Opposition Seen

THE DILL measure embodies practically every amendment proposed in the last few years in Congress against which broadcasting interests have protested. That the NAB, in behalf of the industry, will vigorously resist passage of the bill as introduced is a foregone conclusion.

The Rayburn measure, however, does not invade broadcasting at all beyond empowering the proposed new commission to regulate the industry. It is identical with the Dill measure, as to all provisions other than radio.

In his special message, President Roosevelt specifically asked that the new agency be created this year. The new body, he said, should be given "full power to investigate and study the business of existing companies and make recommendations to the Congress for additional legislation at the next session." This obviously is interpreted as being applicable to wire and radio communications, rather than to broadcasting.

In accordance with this request, both of the bills provide that the new commission shall make a special report to Congress "not later than Feb. 1, 1935, recommending such amendments to this act as it deems desirable in the public interest."

Seven-Man Agency

AS PREDICTED in a previous issue of BROADCASTING, the legislation would set up an agency of seven members, appointed by the President and subject to Senate confirmation. The chairman would be designated by the President. Commissioners would not be appointed from particular zones, as are the present Radio Commissioners, although the existing five radio zones are maintained for allocation purposes. There would be three Commission divisions: (1) radio, with jurisdiction over broadcasting, amateur and mobile service; (2) telephone, with jurisdiction over all matters relating to common carriers by wire or radio, and (3) telegraph, comprising both radio and wire.

The chairman would be a member of all three divisions, but each division would have two commissioners assigned to it, one of whom would be designated vice chairman and would preside over the division. The whole commission, however, would have jurisdiction over all matters arising under the act which do not fall within the specific jurisdiction of a division. Except in cases of conflict of authority, each division would have control within its jurisdiction. Each division would have a director, appointed without regard to civil service.

Many of the provisions of the radio portion of the Dill bill appear to be untenable from the standpoint of the broadcasting industry. Briefly, the measure would change the Radio Act of 1927, in the following important respects:

Important Changes

DESTROYS clear channels on the coasts by prescribing that no channel shall be reserved for the use of one station for a distance of more than 2,200 miles air-line, and that such additional stations not be charged to the quota of the states in which they are located.

Allows indiscriminate licensing of 250-watt stations throughout country without charging them to quota and retains the provocative Davis amendment.

Cuts down license terms of broadcasting stations from the three-year provision in the present law to one year. (Licenses now are issued for six months only by Commission regulation.)

Authorizes the Commission to fine stations a maximum of $1,000 per day for making false statements in applications, and to levy such fines without hearing.

Tightens up political speech section, against which many stations already have protested, by providing that speeches and discussions of public questions cannot be censored by station owners, and specifies that rates charged shall be regular commercial rates.

Provides for suspension of station licenses in cases of violation of regulations, when revocation would be too drastic.

Procedural and administrative provisions of the act are rewritten entirely and are made to conform more nearly to the Interstate Commerce Commission procedure. District courts throughout the country, instead of the Court of Appeals of the District of Columbia, as provided under the present act, would become the appellate bodies.

The Dill bill, which covers approximately 100 pages, would become effective upon organization of the Commission. All officers and employes of the Radio Commission, except its members, would be transferred to the new Commission without change in classification or compensation.

Mr. Prall's appointment, announced by President Roosevelt Feb. 22—a day before Commissioner Starbuck's term expired—came as a complete surprise, even to the Congressman himself. He is a personal friend of Mr. Roose-

President's Message to Congress

TO THE CONGRESS:

I have long felt that for the sake of clarity and effectiveness the relationship of the Federal Government to certain services known as utilities should be divided into three fields—transportation, power and communications. The problems of transportation are vested in the Interstate Commerce Commission, and the problems of power, its development, transmission and distribution, in the Federal Power Commission.

In the field of communication, however, there is today no single government agency charged with broad authority.

The Congress has vested certain authority over certain forms of communications in the Interstate Commerce Commission and there is in addition the agency known as the Federal Radio Commission.

I recommend that the Congress create a new agency to be known as the Federal Communications Commission, such agency to be vested with the authority now lying in the Federal Radio Commission and with such authority over communications as now lies with the Interstate Commerce Commission—the services affected to be all of those which rely on wires, cables or radio as a medium of transmission.

It is my thought that a new Commission such as I suggest might well be organized this year by transferring the present authority for the control of communications of the Radio Commission and the Interstate Commerce Commission. The new body should, in addition, be given full power to investigate and study the business of existing companies and make recommendations to the Congress for additional legislation at the next session.

FRANKLIN D. ROOSEVELT.

THE WHITE HOUSE,
Feb. 26, 1934.

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velt and has represented the Staten Island district of New York in Congress since 1923. A "regular" Democrat identified with Tammany Hall, he has never been associated with radio in any fashion. As first zone commissioner he will represent New York, New Jersey, the New England states, the District of Columbia, Delaware, Puerto Rico and the Virgin Islands.

It is quite probable that Mr. Prall will not take office immediately. He would like to complete his present term in Congress, and assume the commissionership this summer. Parliamentary complications, still being debated as BROADCASTING went to press, may block these plans, particularly in view of the imminent creation of a communications commission.

No Opposition Forecast

IT WAS said by House parliamentarians that Mr. Prall's nomination can be confirmed by the Senate immediately and that he can finish his term in Congress by delaying to take oath of office for the Commission post. His present inclination, it is understood, is to follow that course. There is no apparent opposition to his confirmation.

A second complication, however, is that of his eligibility for the communications commission. The Constitution, it is pointed out, specifies that no member of Congress may serve on an agency created by Congress during the session in which the legislation was enacted. In other words, if Congress passes the communications bill at this session, he would not be eligible to serve on that new agency until next January, when the new Congress takes office.

Up to Feb. 21 it had been reported that Mr. Starbuck would be reappointed because of strong Congressional endorsements mustered at the eleventh hour. Prior to that, John Killeen, of New York, said to be identified prominently with Tammany, was considered for the post, but opposition developed.

Late in the afternoon Feb. 22, the President telephoned Mr. Prall and asked him whether he would accept the post. Mr. Prall asserted he would but thought it wise to finish his present term, since he is chairman of the important House banking subcommittee handling Reconstruction Finance Corporation matters. Senator Wagner (D.), of New York, it is believed, sponsored Mr. Prall's appointment unbeknownst at the outset to the Congressman.

APPOINTED—Rep. Anning S. Prall, influential New York Democrat, named by President Roosevelt as first zone Radio Commissioner, succeeding William D. L. Starbuck, whose term expired Feb. 23. Rep. Prall, who plans to continue in Congress for the present, also is slated for appointment to the proposed Federal Communications Commission.

Mr. Starbuck, who retired from office Feb. 23, declared he has given no thought to his future plans. He said he would take a vacation before reaching a decision. A patent attorney by profession and a graduate engineer, he was appointed to the Commission in April, 1929, by President Hoover, as a Connecticut Democrat. Since the change in administration, however, some question has been raised regarding his political affiliation.

There has been considerable speculation as to who may be appointed to the proposed communications commission. It is now considered likely that Chairman E. O. Sykes, of the Radio Commission, will be named chairman, or at least a broadcasting member. Mr. Prall, similary, is ear-marked for the new agency. Herbert L. Pettey, present Commission secretary, is regarded as a likely choice for an executive post, either as a member, its secretary or as director of radio.

Republicans Have Opening

WHETHER any other members of the existing commission will be retained on the new agency is problematical. The fact that it will be a bi-partisan commission, however, augurs well for the incumbent Republicans—Vice Chairman Thad Brown and Commissioner Harold A. Lafount. The latter, who has served since 1927, is regarded as non-political and the only practical "business man" member of the Commission, while Col. Brown rose to a commissionership two years ago from general counsel.

Rumors that Senator Dill, recognized as the radio leader in Congress would surrender his seat in the Senate and accept the chairmanship of the proposed commission were refuted by the Senator himself. Facing a renomination battle this fall, Senator Dill declared he had no interest whatever in the communications post for himself. Moreover, he pointed out that he would be debarred from accepting such an assignment by the same Constitutional provision which has complicated the Prall appointment.

Another report that Maj. Gen. Charles McK. Saltzman, former Radio Commission chairman, had resigned from the vice presidency of the Merchant Fleet Corporation of the Commerce Department because he had been assured of an appointment on the communications agency likewise was denied—but not by General Saltzman. On high authority it was stated that the erstwhile commissioner would not be appointed to that agency.

Phillip LaFollette, former governor of Wisconsin, who bolted the Republican party to support Roosevelt, also is mentioned as possible chairman or member.

Mr. Prall, regarded as a political power who has had much to do with dispensing Democratic patronage both here and in New York, has served continuously in the House for six sessions, or since 1923. Independently wealthy, he is vice president of the Cosgrove Coal Mining Co., of Johnstown, Pa., which operates in Pennsylvania, Illinois, Indiana and Maryland.

Born in Staten Island, N. Y., Sept. 17, 1870, Rep. Prall is now in his 64th year. After receiving his education in New York's public and high schools, he engaged in newspaper work with the old NEW YORK WORLD, later serving in a savings bank for a decade, and afterward becoming an employe of the Cosgrove company. He served four years as president of the New York board of education from 1918 and in 1922 was appointed commissioner of taxes and assessments.

Mr. Prall is married and has two grown sons. He attends the Dutch Reformed Church, his Dutch ancestors having settled on Staten Island in 1673. His home is in West New Brighton, N. Y., but he spends most of his time in Washington, maintaining an apartment at the Shoreham Hotel.

Highlights of Dill Communications Bill . . .

FOLLOWING are pertinent excerpts from the Dill communications bill as they relate to broadcasting, excepting the provisions of the Radio Act of 1927 which have been retained in the measure:

TITLE I—GENERAL PROVISIONS

Purposes of Act; Creation of Federal Communications Commission

Section 1. For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all the people of the United States a rapid, efficient, nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges, and for the purpose of securing a more effective execution of this policy by centralizing authority heretofore granted by law to several agencies and by granting additional authority with respect to interstate and foreign commerce in wire and radio communication, there is hereby created a commission to be known as the "Federal Communications Commission," which shall be constituted as hereinafter provided.

Application of Act

Sec. 2. The provisions of this act shall apply to all interstate and foreign communication by wire or radio and all interstate and foreign transmission of energy by radio, which originates and/or is received within the United States, and to all persons engaged within the United States in such communication or such transmission of energy by radio; but it shall not apply to persons engaged in wire or radio communication or transmission in the Philippine Islands or the Canal Zone, or to wire or radio communication or transmission wholly within the Philippine Islands or the Canal Zone.

Definitions

Sec. 3. For the purposes of this Act—

(h) "Common carrier" or "carrier" means any person engaged in communication by wire or radio, as a common carrier for hire, except where reference is made to common carriers not subject to this Act; but a person engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier.

(r) "Broadcasting" means the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations.

(s) "Chain broadcasting" means simultaneous broadcasting of an identical program by two or more connected stations.

Provisions Relating to the Commission

Sec. 4. (a) The Federal Communications Commission (in this act referred to as the "Commission"), shall be composed of seven commissioners appointed by the President, by and with the advice and consent of the Senate, one of whom the President shall designate as chairman.

(b) Each member of the Commission shall be a citizen of the United States. No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing supplies or services to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this act, nor own stock or bonds of any corporation subject to any of the provisions of this Act. Such commissioners shall not engage in any other business, vocation, or employment. Not more than four commissioners, nor more than one member of a division other than the chairman, shall be members of the same political party.

(c) The commissioners first appointed under this act shall continue in office for the terms of one, two, three, four, five, six, and seven years, respectively, from the date of the taking effect of this act, the term of each to be designated by the President, but their successors shall be appointed for terms of seven years; except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the commissioner whom he succeeds. Any commissioner may be removed by the President for inefficiency, neglect of duty, or malfeasance in office, but for no other cause. No vacancy in the Commis-

(Continued on page 36)

Listeners Don't Buy Because of Gratitude

By ROBERT W. GRIGGS
Advertising Manager, Standard Brands

Standard Brands Believes Public Has Interest in Products; Consequently its Announcements are Straight-forward

Mr. Griggs

IT IS APPARENT to the most casual listener that there are many opinions among advertisers as to what constitutes the best presentation of commercial announcements. There are those who kid their own products, those who camouflage the sales talks and others who limit credits to bare announcements of the sponsor's name. Standard Brands, which presents some of the leading programs through the J. Walter Thompson Co., such as the Rudy Vallee-Fleischman Yeast, the Eddie Cantor-Chase & Sanborn Coffee and the Joe Pennerbakers programs, believes that listeners are sincerely interested in knowing where they can get the most for their money and its credits are written with this in mind. Yet its announcements are limited on an average to 6 per cent of the time.

ALMOST every advertiser knows that the commercial message ought to be interesting, not only to produce the most favorable feeling between the listener and the sponsor, but to produce the best sales results.

However, there is a great deal of difference of opinion as to what makes commercials interesting. Some people feel that the commercial is most interesting if they kid the product. That is, if jokes are made about it, or if the product in general is treated very lightly.

Others feel that the commercial is more interesting if they use the camouflage method by having the sales message begin with some unusual fact or situation which is not at all related to the product and then slip the product into the talk.

Interest in Products

STILL OTHERS feel that facts about their organization or the way the product is made, the size and number of their factories, etc., are of prime importance.

There are others who believe that the surest and most interesting way to sell their goods is to rely on the popularity of their radio program and merely to ask people as briefly as possible to buy their product.

We take exactly the opposite view. We feel that the products themselves are interesting. If you have ever seen women shopping through the stores, or heard them discussing the merits of various brands of merchandise, you know that they are interested in buying wisely—in getting the most for their money. That is the fundamental thing.

Besides being interested in the products themselves, women are vitally concerned with what these products can do for them. For instance, to the manufacturer or advertising man—perhaps to you who are reading this article—the manner in which yeast is grown (it is grown, not made—it is a plant, you know) would seem to be of considerably more interest than the fact that yeast is instrumental in clearing up the skin, or relieving certain other bodily ailments.

"Reason Why" Approach

BUT WE have found over a long period of years that these properties of yeast, particularly to someone who is suffering from the complaints that yeast can relieve, offer, by far, the most interesting message.

As you may know, there are libraries literally full of interesting facts about coffee and tea. Their discovery, their use in various lands, the way they are grown, would seem to be a really fascinating story and it is. But to the woman who has to select a particular kind of coffee or tea for her family all these facts fade into insignificance beside the fact that stale coffee can actually be harmful to herself and to the people she loves, while fresh coffee is a healthful stimulant. This is because people think in terms of themselves.

It is for this same reason that we use the "reason why" approach rather than merely urge people to buy our products.

We are frequently asked if the fact that we put on such popular programs induces large numbers of people to buy our products any more than do stories in the magazines. Perhaps not quite so directly as radio, but still as certainly, the stories and illustrations in our leading magazines are made possible by the advertisements that appear there. You would hardly expect people to buy these products out of gratitude for the stories.

Few Gratitude Buyers

YOU MAY say that these magazines are paid for while radio is free, but this is not true. Every year the American public pays for radio sets, tubes and equipment, far more than the cost of all the programs that are being sent out. They are entitled to listen to these programs without any sense of obligation.

Furthermore, although there are many people who do buy products out of gratitude for a fine program, the number is very small in comparison with those who buy the products because these products will be of value to the purchaser.

While we do not believe that mail received is an entirely reliable index of the program's popularity or even of its effect on listeners, there may be a valuable lesson which we can learn from fan mail, about the attitude of listeners to the program. On almost all our programs we receive quite a large number of letters expressing gratitude for the program. However, we receive nearly ten times as many letters when listeners have an opportunity to write from the stimulus of self-interest.

In other words, for every letter we receive thanking us for the program, we receive ten letters requesting that some particular number be played, asking for tickets for the broadcast, pictures of the stars, or copies of something that was said.

Cater to Self-Interest

THERE IS no reason to believe that the purchase of products, which involves a more important decision and a larger expenditure than the writing of a letter, is actuated by different fundamental human motives. So we do try to tell about our products in a way that can help the listeners rather than to rely on extraneous facts or on the good will that is created by our programs.

We recognize the fact that most people act from self-interest, that they are primarily interested in things that will help them, and we make our commercials interesting accordingly. This, of course, does not mean that these facts are always told in the same form. We frequently use dramatic situations, different voices, and the question and answer technique beside the regular talks by the announcer. We try to be brief.

On an average of all our programs the commercial talk takes about 6 per cent of the time. In some cases, of course, it is less and in some, more. We have no set rule for the length of the commercial but merely try to tell our story in a simple, sincere way.

Although our products are sometimes mentioned by our performers and entertainers we do not "kid" our products in our radio commercials because we cannot sincerely do so.

One-Day Furniture Sale Promoted by Radio Ads Proves Very Successful

A ONE DAY Sale featured by the Union-May-Stern Company, furniture dealers in St. Louis, in February was one of the most successful ever attempted by a furniture house. The success is directly attributable to radio, according to Joseph Batt, of Union-May-Stern.

Patterning the sale after those of the ready-to-wear houses and department stores, the furniture store, besides taking a full page in the leading evening newspaper and using its regular hour radio program on KMOX for three successive days to build up interest in the sale, sponsored radio announcements throughout the day. Even on the day of the sale the announcements were continued with last-minute news about the sale.

"As a result, we had the best day that we have ever had on one sale and the results are more gratifying than we even hoped for," Mr. Batt said. "Crowds swarmed the store during the day. We closed the store between 6 and 7 to rearrange our stock for the evening crowds. We put an announcement on KMOX with this news and a further message reminding the listeners that we would remain open until 9 o'clock that night. The evening buying was just as great in proportion as that during the day and the sales as high. We feel that the job that KMOX did was the most vital factor of the day's business. We further called attention to the details of the sale that were appearing in the newspaper advertisement on our radio broadcast."

Union-May-Stern is on KMOX from 7:30 to 8:30 o'clock each morning with a program titled "Get Going Hour." Recorded music is interspersed with news about the weather, values at the store and reminders of the time every five minutes. The commercials are offered in the form of dialogue.

Portland Cement on Air

SUPERIOR qualities of concrete in highway construction are being stressed in a series of eight broadcasts by the Portland Cement Association, Chicago, over WFBM, Indianapolis, and WOWO, Fort Wayne. The account is handled by the Buchen Co., Chicago.

XUM

Favorable Report On Food-Drug Bill Expected Shortly

Final Senate Hearings Start; NAB Favors Revisions

STRIPPED of every provision seriously objectionable to advertising media, but still regarded as deficient by proprietary groups, the thrice-revised Copeland (nee Tugwell) food, drugs, and cosmetics bill was the subject of final hearings before the Senate Commerce Committee as BROADCASTING went to press. Begun Feb. 27, the hearings were expected to last about four days, with the likelihood that the measure will be reported favorably to the Senate shortly thereafter.

The bill, reintroduced in the Senate Feb. 19 as S. 2800 is identical with the committee print of the revised Copeland measure, which was analyzed in the Feb. 15 issue of BROADCASTING with respect to amended provisions. Bearing the endorsement of President Roosevelt as well as the approval of Prof. Rexford G. Tugwell, assistant Secretary of Agriculture, who conceived the original legislation, the measure is expected to pass, possibly with few additional changes.

NAB Favors Changes

WITH the food grading provisions eliminated and advertising responsibilities tempered so as to relieve the medium of responsibility, little serious objection is indicated on this score. The NAB was prepared, through its managing director, Philip G. Loucks, and its legislative committee chairman, Henry A. Bellows, CBS Washington vice president, to inform the committee that, in principle, it favored the bill, but would like to see certain provisions adjusted and rewritten to preclude any possibility of misapplication or misconstruction by the enforcing authorities.

Chairman Stephens (D.), of Miss., of the Senate committee, author of a bill proposed as a substitute to the Copeland measure, feels that there has been so much controversy about the legislation that final hearings should be held, even though presidential endorsement has been given it. The committee is desirous of knowing what objections to the measure still exist, and does not seek recommendations for new legislation. As the hearings opened, more than 100 individuals and organizations had requested opportunity to be heard, but it was likely that most of the arguments would be presented as briefs.

Publishers Satisfied

THE ARRANGEMENT was for presentation of arguments in five separate categories, namely, foods, drugs, cosmetics, advertising and general. It was hoped that one or two spokesmen would be designated for each group in order to conserve time.

Because of the drastic revision of the advertising phases of the bill, under which the manufacturer, rather than the medium, is held responsible for false and misleading advertisements, and because of the elimination of the commodity grading provisions, it is reported that the advertising committees of the National Publishers Association and the National Editorial Association have informed the Senate committee that they have no further objections to those provisions of the measure.

The broadcasting industry, vitally interested in the measure because the commodity groups affected by the legislation provided about one-third of radio's total revenue, considers two or three of the provisions in the revised measure as unnecessarily broad or stringent.

House Marks Time

APPARENTLY awaiting Senate action, the House has done nothing with the several food, drugs and cosmetics measures beyond referring them to appropriate committees. Rep. Jenckes (D.), of Ind., on Feb. 14 introduced in the House a measure conforming closely with the revised Copeland-Tugwell bill.

The national networks were drawn into the Copeland-Tugwell bill controversy by their refusal to allow time to the newly created Joint Committee for Sound and Democratic Consumer Legislation to voice its opposition to the legislation. The time originally was sought over NBC by Benton & Bowles, New York agency, for John W. Darr, secretary of the committee, but was refused on the ground that the subject was too controversial and that the established policy is to discourage such provocative discussions in regular commercial programs because the practice might become widespread and have the tendency of depreciating interest in such programs as well as raise other complications such as giving equal time to opponents of the views expressed. Ample time, it was pointed out, is afforded over networks and stations for discussion of public topics in sustaining programs.

In a formal statement following the incident, Mr. Darr said his organization did not blame NBC "for trying to protect itself against possible bureaucratic reprisal."

"However," Mr. Darr asserted, "its refusal, with that of CBS in a similar instance, illustrates the exact point we are trying to make. We must face the fact that these cases indicate the invisible hand of bureaucracy reaching out for power and control even before legislation is on the statute books."

THIEVES RESPOND
As Numismatic Co. (Coins) Makes Debut on WBAL

WBAL, Baltimore, claims that it produces results—even if they are contrary to the laws of organized society. Here are the facts; draw your own conclusions:

The Numismatic Company of Texas, Fort Worth (rare coins), recently broadcast its first program in the Baltimore area over WBAL. The program was staged by studio talent and in dramatic form.

Within 24 hours the Baltimore police reported the strange disappearance of a rare coin collection valued at $1,500, the first theft of this nature in Baltimore since 1913. And so . . .

"Voice of Experience," Sponsored by Wasey Co., Gets 3,000 Letters Daily

ONE of the most successful features on the air in 1933 was the sociological lecturer known only as the Voice of Experience. Eight years ago he was traveling over the country speaking on small, obscure stations. During these eight years he has received more than two million letters from his listeners.

After breaking his fan mail record on 40 local stations, the Voice broadened his scope with a series of sustaining programs on WOR, Newark. Sensing the appeal of his question-and-answer broadcast, Wasey Products, New York, took over his sponsorship for Zemo, Musterole, Haleys M-O and Kreml.

His success in the metropolitan district was so pronounced that after nine months he was transferred to a national network. The program is now heard seven times a week over a coast-to-coast CBS network. His mail runs well over 3,000 letters a day, including everything from simple questions as to martial problems to confessions of crime.

Briefly, this is his background: Ambitious for a career in surgery he earned his way through medical school playing the organ until an auto accident so injured his hands that he was shunted from both pursuits. He turned to the study of sociology and its sister study, psychology, in schools and in the field.

Out of the thousands of letters he receives he picks those problems which have an universal appeal and in simple, straightforward language he attempts to solve the problem, drawing upon his past experiences.

State Heads Felicitate WOR on 12th Birthday

WOR, Newark, celebrated its twelfth birthday on Feb. 23 with a special hour and a half program, during which congratulatory messages were read from Postmaster General James A. Farley, Radio Commission Chariman Sykes, Gov. A. Harry Moore of New Jersey, Gov. Herbert H. Lehman of New York, Gov. Gifford Pinchot of Pennsylvania, Gov. Albert C. Ritchie of Maryland, Mayor F. H. LaGuardia of New York and David Sarnoff, president of RCA.

Western Union offices throughout the metropolitan area displayed a special "jumbo" facsimile of the telegram from Governor Moore, containing also a picture of WOR's transmitter at Kearney, and an inset of Alfred J. McCosker, president.

Selinger Resigns

HENRY SELINGER, for the last three years head of the radio department of Lord & Thomas, Chicago, has resigned. He left the agency Feb. 15, at which time he declared he would take a short vacation. His plans are not known. Mr. Selinger joined Lord & Thomas in 1931 and organized its radio department in Chicago. He was formerly manager of WGN, Chicago.

Big Drug Sponsor Hits Code Proposal

COUNSEL for the Katz Drug Co., of Kansas City, Mo., a large middle western radio advertiser, has announced it will oppose strenuously a proposed substitute for the bitterly contested "loss-leader" provision of the retail drug code on the ground that it will greatly increase prices in large drug stores, department stores and chain drug stores.

Myron Melvin Cohen, of counsel, said his clients will attack the provision in the courts if it is approved by NRA Administrator Hugh S. Johnson. He also criticised Deputy Administrator Arthur D. Whiteside for his handling of the retail drug code.

The provision which the Katz Drug Company is opposing would not allow any drug retailer "to sell drugs, medicines, cosmetics, toilet preparations or drug sundries at a price below the lowest price published or openly quoted for any such product in dozen lots by any wholesaler to retailers in the particular trading area, free goods or other premiums or gifts to be considered pro-rata in arriving at such prices."

Rebroadcasts of KPO Schedule by KGO Clear

CONSISTENTY clear rebroadcasting of the programs of KPO, San Francisco, by KGA, Spokane, Wash., is being carried on for several hours nightly on regular schedule. The Spokane station recently leased by NBC to Louis Wasmer, who also operates KHQ, Spokane, picks up the 50 kw. KPO broadcasts from the latter's clear channel of 680 kc. and feeds the programs frequently under local sponsorship to the Spokane audience on the KGA wave length of 1470 kc.

Permission of KPO and the Radio Commission for these rebroadcasts, unusual because there is no short wave relay and because the KGA pickup is practically never disturbed by distortions, was readily granted. According to KGA operators, the link is superior to the conventional wire hookup.

Announcers Organize

THE NATIONAL Announcers Association has been formed within the NBC headquarters in San Francisco, members of the announcing staff electing as officers Nelson Case, president; Paul Gates, vice president; Buddy Twiss, secretary-treasurer; and Sid Goodwin and Richard Ellers, executive council. Association officials say that they are not organized as a union but are merely grouped together to ask the network for a raise in salaries when they are given spot announcements to make.

Reversals Reduced

THE PACIFIC Telephone and Telegraph Co. has notified NBC in San Francisco that reversals on all sections of the network which previously were effected in 30 seconds are to be made on a 15-second basis. This includes all sections of the Pacific coast network from Los Angeles to Spokane and transcontinental facilities.

Radio–Press Arrangement Stirs Dissension

West Coast Stations and Yankee Network to Gather Own News; Dill Attacks Agreement Which Is Effective March 1

IN AN atmosphere of controversy rather than harmony, the Radio-Press Bureau created by the Publishers National Radio Committee to supply news bulletins to networks and stations began operations March 1. Simultaneously, however, a radio news-gathering organization for cooperative news exchanges among independent stations also planned to get under way as a substitute for the news services taken from them under the press "program."

The Radio Press Bureau began supplying its service to two national networks and to an undetermined number of independent stations, offering twice-daily service of approximately 20 bulletins of 30 words each, to make up a five minute broadcast. No announcement was forthcoming from James W. Barrett, head of the Bureau, as to the number of subscribing stations.

News Agency Launched

MEANWHILE, the project started by KFI, Los Angeles, for a cooperative radio press association, was reported by BROADCASTING'S Pacific coast correspondent as ready to begin operations. In New England, the Yankee Network, of which John Shepard, III is president, announced it had organized its own news service to function after March 1. It was to be tied into the KFI organization for news exchanges. Mr. Shepard announced he created his organization because he was "dissatisfied" with the restrictions under the "program" agreed to by the Publishers' committee with the major networks.

One important point about which question has been raised—that regarding local news broadcasts on unlimited scale in cooperation with local newspapers—apparently has been settled. The press-network understanding, it now is admitted by certain of the press associations, does not cover such broadcasts. Moreover, it now appears clear that numerous independent newspapers will not adhere to the letter of the "program," and will continue to maintain their arrangements with stations regarding news broadcasts, with some modifications of news content.

On this score, it is learned that William Randolph Hearst has dispatched the following message to his publishers, practically all of whom have highly satisfactory affiliations with stations:

"Please don't discontinue usual broadcast periods. I am sure you can adapt yourselves to new broadcast regulations. It is imperative that you continue any news broadcasts that you have had but in modified form. However, if you find regulations too drastic, we can secure some modifications. But it would be a great mistake to suspend news broadcasting entirely."

These developments coupled with the fact that at least two news "ticker" services now are set up which could be readily converted into radio news distributing agencies, tend to bear out predictions that the radio-press agreement will not be acceptable in its present terms. The cooperative radio-press association plan also has its shortcomings, but is regarded now as more of a stop-gap arrangement than a finished product.

On the Pacific coast, where news broadcasts have been most popular, both KFI and KNX promised their audiences that they will be on the air as usual through new arrangements for news gathering. Similar commitments have been made by the Yankee network to their listeners.

Carl Haverlin, commercial manager of KFI, said the following stations have joined in the cooperative organization: KFI, KNX, KGFJ and KECA, Los Angeles; KJBS, San Francisco; KDYL, Salt Lake City; KFEL and KFXF, Denver; KSTP, St. Paul, and the Yankee network, exclusive of WDRC, Hartford. A meeting of Guy Earle, president of KNX, Stanley Hubbard, manager of KSTP and Mr. Shepard was tentatively set for the week of Feb. 26 in Chicago, to go over the entire situation.

The cooperative plan was for the stations to be linked by teletype, each covering its own territory through local reporters and each feeding into the printer system. This news was to be supplemented by reports from bureaus or correspondents in New York, Washington and Chicago.

Costs To Be Prorated

FINANCIAL details were unarranged as BROADCASTING went to press, but the plan was to assess each station a prorata share of the cost of maintaining service with the hope that a sufficient number of independent stations would be aligned to keep individual costs low. KNX, it is reported, has secured rights on a foreign press association skelton service to be cabled to New York—presumably the same service CBS surrendered when it terminated operation of Columbia News Service. KNX also has arranged to take the Dow-Jones Ticker service, operated by the WALL STREET JOURNAL, which not only covers financial news but supplies bulletins on general news. This same service, it is understood, has been offered other stations.

The cooperative plan places no restrictions as to sponsorship of news broadcasts. The cooperative group has not been incorporated, but later may be organized under the name Radio News Association. Jose Rodriguez, former Los Angeles newspaper man, is editor. Mr. Earl, engaged actively in organization of the service, is former publisher of the LOS ANGELES EXPRESS.

So far as is known, none of the sponsored news features on coast stations will be discontinued. Mr. Haverlin said that the Richfield Reporter, among the most popular of those features, may continue to be fed to the NBC-KGO network from the news service rather than turn it into an interpretative program in accordance with the radio-press association understanding.

Yanks' Network Plan

MR SHEPARD announced in connection with the formation of his news organization, that Dick Grant, formerly with the BOSTON TRANSCRIPT and for the last year political news commentator for the Yankee Network, heads his organization. His staff, he said, will operate 24 hours a day and will furnish material for broadcasts from 7:15 a. m. to 11 p. m. He said the network had no quarrel with the four Boston newspapers which have broadcast over the station for several years, and regretted that the radio-press agreement had forced them to curtail news broadcasts to an "unsatisfactory degree." The stations in the network which will carry the news broadcasts are WNAC and WAAB, Boston; WEAN, Providence; WICC, Bridgeport-New Haven; WORC, Worcester; WMAS, Springfield; WLBZ, Bangor; WFEA, Manchester, and WNBH, New Bedford, Mass. The only Yankee network affiliate declining the service was WDRC.

Commenting on the press-radio agreement, Mr. Shepard said:

"It seems to me that any station which had been broadcasting a greater amount of news through the cooperation with local newspapers than is to be allowed under the plan of wire service, is definitely agreeing to curtail its service to the public as it becomes a party to the radio-press agreement. Therefore, it is making agreements which are not in the public interest, convenience and necessity.

"Of course, if a station has not in the past broadcast any news through inability to make agreement with its local paper such station's skirts are clear, if they signed the agreement, but I personally would hate to be head of a station making any agreement to curtail my service. I might be forced to do it but I would not want to agree to do it.

"As far as we are concerned, we are making quite elaborate plans to continue to carry news collected by ourselves and other stations over the Yankee network."

Dill Attacks Program

AMONG the repercussions to the radio-press program, published in full text in the Feb. 15 issue of BROADCASTING, was a speech on the floor of the Senate by Senator Dill (D.), of Washington, criticizing it, and predicting that the plan would prove a failure. Declaring he had been besieged with complaints from listeners, he said he had no desire to criticize the news gathering organizations. He pointed out, however, that millions of people depend upon news over the radio. He continued:

"I venture the prediction that this

(*Continued on page* 42)

JUSTICE ON THE AIR—George H. Cabaniss, assistant district attorney (right), talking with Municipal Judge George H. Steiger before the KJBS microphone which carries thrice weekly broadcasts from the San Francisco court room.

ESTABLISHING a precedent in San Francisco, KJBS on Feb. 19 began a direct broadcast from the municipal courtrooms of Judge George H. Steiger, going on the air from 10:30 to 11 a. m. every Monday, Wednesday, and Friday. The arrangements were made by Ralph Brunton, station manager and member of Julius Brunton and Sons, station operators.

The KJBS microphone is set up on the judge's bench, and His Honor, as well as the prosecuting and defense attorneys, and even the defendant, are given brief time on the air. A technician is constantly on the alert in the courtroom to cut out anything considered improper for the radio audience.

San Francisco newspapers gave the innovation considerable publicity, carrying pictures of the judge and courtroom spectators and using sizeable stories. None protested, but Hearst's CALL-BULLETIN quoted other judges and civic officials on the idea, some of them favorable and other unfavorable, with results about 50-50.

Code Authority Plans Meetings Coincident With NRA Parley

Report Due on Wages of Broadcast Technicians; Border Stations Held Subect to Code

FACED with a mounting volume of problems, the Code Authority for the broadcasting industry will meet in Washington March 3 at the call of its chairman, John Shepard, 3rd, for a meeting expected to last 10 days. The meeting was called to coincide with the general conference of code authorities and of code committees summoned by NRA Administrator Hugh S. Johnson for March 5 to 8, inclusive. President Roosevelt will open this conference, and portions of the sessions will be broadcast over nation-wide networks.

The Code Authority, among other things, will complete its report to NRA on the status of broadcast technicians under the wage and labor provisions of the code. This report, due March 11, is based upon answers to questionnaires sent all stations by James W. Baldwin, executive officer of the Code Authority.

Artist and Theater Issues

ANOTHER question of major importance before the Code Authority is that of that status of radio artists and performers under the wage and labor provisions of the code. A report on this is required in the code itself. This matter has been agitated by the Actors Equity Association and was the basis for meetings of a code authority subcommittee in New York last month.

Coupled with this is the controversy provoked by theatrical groups regarding free admission of the public to radio studios on the ground that such shows are unfairly competitive with the legitimate theater. Code authorities for the legitimate theater and motion picture groups, it is understood, will raise this issue at the general code conference called by NRA.

The general conferences, according to NRA officials, have been called to eliminate from existing codes all factors which have not worked out in practice as accomplishing the ultimate purpose of destroying cut-throat competition, aiding employment, and raising wages. Inconsistencies and inequalities, it is stated, will be ironed out and additional machinery will be developed for self-regulation of industries operating under the Blue Eagle.

Border Stations Hit

NUMEROUS matters of policy, relating to rate regulation and interpretations of code provisions, will be undertaken by the Code Authority at its meetings beginning March 3. The Code Authority plans to be present at the NRA sessions and will reconvene immediately afterward to chart its course in conformance with developments.

At the request of Administrator Johnson, the State Department has ruled that remote control studios of Mexican stations, such as that operated at Del Rio, Tex., by Dr. John R. Brinkley, operator of the Mexican XER, are subject to the provisions of the broadcasting industry code. In a letter to General Johnson, the State Department said:

The letter of Feb. 1, 1934, written by Mr. William P. Farnsworth, Deputy Administrator, National Recovery Administration, setting forth the situation that has arisen as regards bringing under the appropriate code the remote control studios operated in this country on Mexican stations has been carefully considered.

The department is of the opinion that there is no reason why such adjuncts of Mexican stations located in the United States for the profit and convenience of the station owners should not be subjected to the same regulations as similar adjuncts of American stations.

The department appreciates the opportunity which the National Recovery Administration has given it of considering the question.

CKLW Claims Compliance

THE CODE AUTHORITY has been notified by Keith Scott, general manager of CKLW, Windsor-Detroit, that the station is operating its American subsidiary, Essex Broadcasters, Inc., in strict compliance with the industry code. In a letter to Mr. Baldwin, designed to clear up an erroneous report regarding the station, Mr. Scott said:

It seems desirable that you should be fully informed of the basis of operation of Radio Station CKLW, and its American subsidiary, Essex Broadcasters, Inc., who are located in Detroit, Mich.

We were one of the first in Detroit to sign the President's blanket code, and to receive our Blue Eagle. We are paying all of our employes, both in Windsor and Detroit, according to the scale set up in the code for the radio broadcasting industry for a high power regional station. Besides maintaining our studios and transmitter in Windsor, we, through Essex Broadcasters, Inc., spend approximately $10,000 per month in Detroit, of which salaries and wages account for almost 50 per cent.

We were late in filing our rate card, due to our having no notice of the date it should have been filed, or the authority to whom it should be sent, but we revised our rate card as at Jan. 15, 1934, and forwarded a copy of it to the broadcasting code authority at Washington, D. C., but as this may not have reached the proper authority, we are enclosing herewith another copy of our present rate card.

It is our policy to live up to the code in every particular, and we have not, nor do we intend, to provide any unfair competition for local broadcasting stations.

Cracker Account

EDUCATOR BISCUIT Co., Chicago (crackers) is placing "Dick Steel, Boy Reporter" transcriptions on a limited number of stations, including WTAM, Cleveland; WDAF, Kansas City, and WTMJ, Milwaukee. Series runs five days weekly for 65 broadcasts. The transcriptions are made from the shows broadcast from WGN, Chicago. Account is handled by Blackett-Sample-Hummert, Chicago.

Networks Lauded

RADIO again was paid high tribute by NRA Administrator Johnson, in an address over the combined NBC and CBS networks Feb. 20. Public hearings on the general code conference which begins March 5, he said, will be broadcast at times by the networks "whose services have been freely given to NRA from the beginning, without which success would have been impossible." Just after NRA had been launched, General Johnson thanked the 600 broadcasting stations for their ready cooperation.

Douglas Storer Resigns Blackman Radio Job; Succeeded by de Angelo

DOUGLAS STORER has resigned as head of the radio department of the Blackman Company, New York, after serving in this capacity for two and a half years, and has been succeeded by Carlos de Angelo.

Mr. de Angelo, an "old-timer" in radio, has been connected for several years with N. W. Ayer and Son as dramatic director in the New York office, and has been responsible for the presentation of many of their outstanding programs, since the agency has been particularly active in the script field.

Among the major presentations of the Blackman Company, for which Mr. de Angelo now becomes responsible, is the "Saturday Night Dancing Party," sponsored by the Hudson Motor Company on the NBC-WEAF network from 10 to 11 p. m., EST.

Mr. Storer has not announced any plans for his future activities, and Mr. de Angelo has made no public statement regarding policies in his new position.

Interim Sports on Air

ASSOCIATED OIL Co., San Francisco, through Harold Deal, advertising director, is marking time until next season's football games by sponsoring minor sports events, including the six-day bicycle races in San Francisco from March 11 to 17, twice daily over KTAB, and the Pacific Coast Conference basketball games between California and Stanford, twice weekly, over KLX, Oakland, for a total of 17 times.

Variety Type Wins

"ONE NIGHT STANDS," a new series of variety programs featuring Pic and Pat, blackface entertainers, and guest singers was inaugurated Feb. 17 on the NBC-WEAF network, 6:45 p. m., EST, by the United States Tobacco Co., New York (Dill's Best and Model smoking tobacco) after several types of entertainment had been tried over the air. The variety program was declared the most suitable.

President Assures Freedom on Radio

Censorship Charges Answered In Issuing Press Code

A CLEAR-CUT statement that the "freedom of expression" guarantee of the Constitution will be "scrupulously observed" was made by President Roosevelt in his executive order of Feb. 19 promulgating the code of fair competition for the daily newspaper publishing industry.

This assertion is regarded as particularly significant in view of repeated charges by political groups and industrial competitors that radio is being censored and "gagged" by the administration. It dispels also the haze of suspicion regarding the administration's view of the freedom of speech issue.

Ridicules Press Stand

IN MAKING this assertion, the Chief Executive ridiculed the freedom of press issue and branded as "pure surplusage" the articles written into the code upon the insistent demand of publishers covering this point. Similarly, NRA Administrator Hugh S. Johnson, in his letter to President Roosevelt transmitting the code, called the free speech issue a "straw-man" and was critical of the press for agitating this issue.

"Of course," the President stated, "nobody waives any constitutional rights by assenting to a code. The recitation of the freedom of the press clause in the code has no more place here than would the recitation of the whole Constitution or of the Ten Commandments. The freedom guaranteed by the Constitution is freedom of expression and that will be scrupulously respected—but it is not freedom to work children, or do business in a fire trap or violate the laws against obscenity, libel and lewdness."

Explains Radio Control

IN HIS letter to the President, dated Dec. 22, General Johnson discussed the free speech issue in detail. He discounted fears expressed that the press might be licensed, and in that connection he called the "radio analogy" under which stations are licensed "singularly inapposite." On this point, General Johnson said:

It is hardly necessary to remark that the radio analogy is singularly inapposite. Broadcasting without some government supervision is hardly conceivable. A newspaper can be printed in any form that the proprietor desires without preventing the publication of another newspaper. Unless broadcasters are limited to different wave lengths they interfere with each other. A newspaper cannot pi its competitor's type, but without governmental control of wave lengths we would have symphonies, bedtime stories, crooners and astrological lore all mixed up in an unintelligible melee of sounds. In the light of this fundamental difference, newspapers as newspapers ought not to think that so long as free government lasts public control of broadcasting is any precedent for public supervision of publishing.

WLNH are the call letters assigned to new daytime local station at Laconia, N. H., on 1310 kc. with 100 watts.

Large Listening Audience at 6 a.m.

WLS Program Has Urban as Well as Rural Followers; Sponsor Reaps Profits From Increased Sales

By JULIAN T. BENTLEY
WLS, Chicago

THOSE of us who sit up to 1 a. m. or later tuning in far western stations know very little about how the other half of the world lives or fail to realize that millions of persons are up and about when we are turning over for a second nap. WLS has found that a 6 a. m. program can obtain a large and responsive audience, and sponsors on this early morning feature have learned that these early risers are good buyers. But, as Mr. Bentley observes, the program must be good, not just a few phonograph records, for a 6 a. m. audience may be just as discriminating as 9 a. m. listeners.

ARE THERE any listeners to the early morning programs?

WLS, the PRAIRIE FARMER station in Chicago, answers that question with an emphatic "Yes." At ten seconds before 6 o'clock every weekday morning Hal O'Halloran steps to the microphone to give a cheery station greeting, and in homes located in a majority of states and in the Canadian provinces there is a response, as evidenced by the hundreds of letters and increased sales to advertisers.

More than a dozen feature artists make up the entertainment in the first two hours of the morning on WLS. No records are played. It is all flesh and blood artistry. Interspersed with the music and fun of the "Smile Awhile Gang" are service announcements, such as weather reports, estimated livestock receipts and the day's produce market suggestions, as well as frequent time signals.

Early Skepticism

AN AIR of energy and cheer, strengthened by hot coffee in the studio, makes itself felt along the ether waves and generates a strong listener good will. It is now axiomatic that early morning time strikes a vast regularly listening audience.

There was a time, however, when the radio station personnel was much in doubt concerning the potential market value of early morning time. Even at WLS there was skepticism and no little argument on the subject.

Subsequently a milling company was induced to buy the half-hour from 6:30 to 7 a. m., six days a week. Several of the station officials decried the plan. There was no one, to speak of, listening at such an hour, they declared. But the salesman, once a farm boy, was confident.

The account started as a trial period of a few weeks. It remained a full year, giving the advertiser sales response and listener interest far beyond his most optimistic hopes.

Audience Proves Existence

TO ILLUSTRATE the drawing power of the early morning program a case in point may be cited. The sponsor had signed a new dealer in a small town where it never had representation before. WLS announcers capitulated the new dealer the morning that his first carload of cattle feed was scheduled for delivery. By evening he had sold the last sack of the carload and was reordering.

One cold winter morning, five minutes after the station went on the air, Hal O'Halloran looked across a microphone at Ralph Waldo Emerson, organist and comedian.

"Do you suppose anybody's listening to us 'Two Old Timers'?" asked Hal.

"It hardly seems reasonable," Ralph replied. "There isn't anybody else up at this hour of the morning. Maybe I'd better go back to bed."

How wrong they were was demonstrated by a flood of 1,680 letters from 37 states and five Canadian provinces, from listeners who heard the remark. Ralph and Hal had offered no "plug" for mail, merely asked the question.

Carefully Planned

THIS LARGE, responsive morning audience is accounted for in part by the fact that the early programs are as carefully planned as those at any other hour of the day. In other words, this period of the day is no place in which to stick a "filler."

A cereal manufacturer capitalized on the choice early morning time and in six months established 5,000 new dealers in Cook county, the metropolitan Chicago area, where previously his product had been handled by only two stores. This performance of early morning time was eloquent proof that urban listeners as well as rural folk liked their entertainment early.

HAL O'HALLORAN

The advertiser's medium was a children's program. During thirty-one and a half months, from Sept. 2, 1930, to May 17, 1933, he received 244,082 carton tops from a 20-cent package of his product. He had used a quarter-hour, six days a week, and the program had included a contest.

Mail Response

OTHER TYPICAL cases of mail responses from early mail time may be cited briefly as follows:

"Jolly Joe" Kelly, on his 7:45 a. m. Pet Club program offered one pet canary to the listener who suggested the most appropriate name for the bird and presented the most convincing reasons for wanting a canary. The announcement was repeated on six consecutive mornings, and the response was 2,701 letters from 22 states and Canada.

Malcolm Claire, as "Spareribs," blackface artist, offered a prize of $5 for the best letter and correct count of the number of times the word "giant" appeared in one of his dialect fairy tales, presented three mornings a week at 8 o'clock. Result was 4,518 letters from a single program.

A Saturday morning children's program at 9:45 brought 2,395 letters from ten states and Canada in response to the query, "Is anybody listening?"

A seed and bulb company, using quarter-hour programs and spot announcements at 9:30 a. m. received, in a single day's mail, 2,885 letters from 14 states and 926 towns. Each letter contained an order up to $2.

An oil heater company, utilizing a great share of morning time, drew more than 97,000 requests for catalogues in a year.

Urban Folks Also Listen

DURING Farmers' Week at a Century of Progress in Chicago last summer, WLS officials arranged for the gates of the Fair to open at 6 a. m. to accommodate early rising farmer visitors who wanted to see the station's broadcasts on the grounds. Several thousand of these visitors were accommodated during the season.

It should not be assumed that the early morning audience is confined to the rural areas. Letters and sales results indicate that there is a vast number of urban listeners who tune in at 6 a. m. The station has received numerous letters from urban housewives asking for certain features to be presented before 6:30 a. m. so that their husbands might hear the program before leaving for work.

Thus WLS has proved to its own satisfaction and to the satisfaction of its advertisers that the early morning time is remunerative.

FIVE STRAIGHT YEARS ON RADIO

Tidewater Oil Sales Corp. Finds All-Year Campaigns, Short Commercial Announcements Pay

ADVANTAGES to sponsors of a long-continued connection with radio are revealed by the experience of the Tidewater Oil Sales Corp., New York, which is now in its fifth year of steady broadcast advertising, and which points to 1922 as the year of its first contact with radio.

Through successive campaigns Tidewater collected the reactions of its employes and distributors and based its selection of programs on this evidence of the public's likes and dislikes. It was from this source that the company obtained assurance that year-around campaigns would be justified, with the result that instead of the previous policy of conducting 26-week campaigns, Tidewater now has been on the air over CBS for an uninterrupted period of sixteen months.

The program now presented three times weekly is built around Robert Armbruster's string orchestra, which was used alone for a trial period, with Jimmy Kemper, song dramatist, and the Humming Birds trio added.

The policy of shortening commercial announcements adopted by Tidewater has been entirely successful. Widespread approval was accorded the recent drastic cut in credits to one-third of their former length. On one broadcast, without preliminary ballyhoo, an offer was made to send listeners a picture of Admiral Byrd's ship. More than 5,000 requests were received; this was considered eminently satisfactory by the agency, Lennen & Mitchell, New York, for a "cold offer."

The company's sales increased during 1933, contrary to the general trend in the industry during most of the year, and Triple X Tydol, which was introduced to the public by a combined radio and newspaper campaign, has proved a most satisfactory addition to the Tidewater line.

Canada Radio Poll

IN A CANADIAN poll conducted recently by Andy McDermott, radio editor of the REGINA (Sask.) DAILY STAR, the blue-ribbon takers were Ruth Etting, Gertrude Niesen, Bing Crosby, Guy Lombardo's and Wayne King's orchestras, Mills Brothers, Boswell Sisters, Philadelphia Orchestra, New York Philharmonic Symphony Orchestra, Seven Star Revue, Byrd Antartic Expedition broadcasts, Edwin C. Hill and KSL, Salt Lake City.

Agency Opens Studio

DEDICATORY program opening the new broadcasting studio of the Russell C. Comer Advertising Co., Kansas City, Mo., was broadcast Feb. 27 by KMBC, Kansas City.

Largest Audience Seen for Summer

Few Vacationers Without Sets, CBS Forecast States

By GILBERT CANT

NO RADIO audience of previous winters was as large as that which advertisers can anticipate for the approaching summer, according to data prepared by CBS in a study of summer listening habits.

The prime reason for this audience expansion—along with the steady increase in radio set ownership—is that radio-listening is no longer just a living-room pastime, according to CBS. The radio set is now carried along by summer travelers, picnickers and campers, and has become as important an item in the holiday luggage as the lunch hamper and the swim suit.

CBS points out several factors which contribute to the fact that, vacations or no vacations, very few set owners will be absent from the radio audience even during the hottest months of July and August.

Midget Sets Increase

FOR ONE thing there has been a steady increase in the sales of midget and portable sets. Nearly 6,000,000 of these movable sets that slip into the luggage compartment of a car, or smaller ones that will even tuck into a suitcase, have been sold since 1930 (according to McGraw-Hill estimate based on manufacturers' actual sales). Probably 2,000,000 of those, says CBS, are in "two-radio homes" offering an extra set ready to be whisked away for vacation.

Then there are the automobile radios. One million, according to CBS, is a low estimate for July 1, this year, allowing only 200,000 installations for the first six months. (Detroit estimates would double this figure.)

Another place where vacationers will listen to the radio is on pleasure boats. There are 260,000 "power-driven small craft" registered by the federal government—another 190,000 on state and inland waters—a total of 450,000 launches, motor boats, cabin boats and yachts. At least 45 per cent of these (according to YACHTING MAGAZINE) have radio receiving sets. And these sets, comments CBS, are apt to command audiences of 5 to 25 or more.

Only 1.5 Per Cent Unavailable

BESIDES these methods of "taking the radio with them," Columbia's summer brochure puts forth other data to show that vacationers can listen to radio "when they get there." Eight out of ten summer hotels were found in a survey to have radios in lobbies, dining rooms or guest-rooms. Makers of road maps for one of the largest gasoline and oil distributors report that nine out of ten roadside stands, lunch-rooms, dance halls and auto camps offer radio as an attraction. CBS cites additional data to banish the "vacation bugaboo" that has been bothering advertisers for so long. Quoting the results of a survey of vacation habits conducted by Ross Federal Research Service, it notes that only ten out of every 100 radio families plan to be away during any average tow week period of July and August. And more than eight of these ten (8.5) expect either to take their radios with them or to listen to radios at vacation points. Which means that no more than 1.5 per cent of the 18,000,000 radio families in the country will be unavailable to the radio advertiser at any one time during the hottest months of the summer. CBS thus figures an audience of 17,730,000 families continuously exposed to radio broadcasting straight through summer. And this total exceeds the peak winter audience of 1932-33 by 921,000 families, of 1931-32 by 1,980,000 families and of 1930-31 by 3,373,000 families.

COUNTRY CHURCH SELLS SHOES

Hollywood Village Being Built as Result of Interest Aroused in Store-Sponsored Program

By GEORGE MOSKOVICS
General Manager, KFAC-KFVD, Los Angeles

THE "COUNTRY Church of Hollywood" has been a unique feature of KFAC for the last year under the sponsorship of the May Company's basement footwear department.

The combination, at first reading, may seem a peculiar one. Yet the arrangement has worked out well for both station and sponsor. It has definitely sold shoes for its sponsor. It has furthered the formation of an actual "Country Church of Hollywood."

Business Shows Gains

PAUL GALFOND, buyer for Freeman's Shoes (May Company basement), said that the 1933 volume of business showed a definite increase over that of 1932 and attributes the gain to the radio programs.

"I believe that newspaper copy is best for price items," he said. "But over the air people are apt to forget the wording or prices of various items. They are eagerly waiting for the program to which the sales blurbs are, to them, incidental, though to us as sponsors they are real and vital things. So I have been fully in accord with the idea of spotting general sales announcements on the 'Country Church' program rather than price advertising. It gets the people into the store. After that, the rest is up to us.

"We have used radio for special sales, for quick turnover of odd lots of merchandise, and to inaugurate new ideas in footwear styles."

The "Country Church of Hollywood" is ministered by the Rev. W. B. Hogg, former army chaplain, who uses the radio nom de plume of "Farson Josiah Hopkins." For the broadcasts, with a visible audience before him, he uses the dress of an old-time circuit preacher.

Village Being Erected

THE MOST recent development in the radio church has been the leasing of an old homestead almost in the heart of Hollywood, on the grounds of which is being erected a typical crossroads village. When the project is completed, the daily broadcasts will be moved from the KFAC studio to the "Country Church of Hollywood."

The plan calls for the erection of a typical southern village church with a waterfall, an old-time mill, and an outdoor brush arbor which will seat about 2,000 people. The whole layout will be known as the "Goose Creek Community."

Radio listeners are helping to further the project with voluntary donations. The church has an old-time village choir, picnics for the congregation, department meetings and the like.

And, as a token of appreciation of the sponsors, the audience has been faithful in purchasing the advertised shoes. The daily sales slips of the shoe department reveal many members of the "Country Church of Hollywood."

Copeland as Sleuth

SENATOR Copeland (Dem.), of New York, will take part in the Eno Crime Club program March 6 on the NBC-WJZ network (agency, N. W. Ayer and Son), not as a speaker, but as an actor in the dramatization. The Senator's views on crime prevention, with particular reference to kidnappings, will be presented by having him engage in conversation with detectives. His suggestions will be used in solving a kidnapping.

FROM 103,000 in 1932, the number of automobile radios sold in 1933 exceeded 400,000, according to the Radio Manufacturers Association, which predicts that radios will be standard equipment in nearly all cars within another year or two.

Gen. Saltzman Resigns From Shipping Board

Gen. Saltzman

MAJ. GEN. C. McK. Saltzman, former chairman of the Radio Commission, has resigned as vice president of the Shipping Board Merchant Fleet Corporation, which post he has held since last summer. His resignation was dated Feb. 12 and was accepted by Secretary of Commerce Roper Feb. 19.

General Saltzman resigned from the Radio Commission in July, 1932. A personal friend of Secretary Roper, however, he was appointed to the Merchant Fleet Corporation after that agency was brought under the Commerce Department. His resignation from that post, it is reported, resulted from differences of opinion with other members of the board.

Disk Prospects

THIRTEEN transcribed programs, "Romances of Science," will be presented by Inecto, Inc. (Inecto Rapid Notox hair tints), beginning March 18 on an undetermined number of stations. Series is placed by the Biow Co., New York, and will be heard on Sundays.

Dun & Bradstreet Sees Radio Boom

BROADCASTERS may anticipate greater audiences in 1934 than in 1933, according to a forecast by Dun & Bradstreet, Inc., New York, that sales of receiving sets this year probably will establish new records.

"Following the satisfactory fall and early winter business," a statement by Dun & Bradstreet says, "the radio industry is starting 1934 in the most favorable statistical position it has been able to achieve since 1930. It is now on a more stable basis than at any time in its history, and fully capable of keeping pace with any other industry in the recovery movement."

The business of selling radio receivers has been steadily increasing since the summer of 1933, the statement continues, and some retailers were able to report totals for the year nearly four times larger than those in 1932, with a general average of 70 per cent.

The best-selling receivers have the highest and the lowest priced, the analysis shows. Table models retailing under $50 still hold the lead, but there is an increasing demand for console models.

"High Fidelity" Radios May be Made in 1935; Broadcast Boom Seen

PRODUCTION of "high fidelity" radio receivers, which would reproduce musical frequencies precisely as broadcast rather than chop off high and low notes, is being seriously considered by the set-making industry and will be the subject of future discussions with reference to 1935 models.

At a meeting last month in New York this question was considered by representatives of the Radio Manufacturers Association, NAB, and the Institute of Radio Engineers. Such sets, it was pointed out, would cost considerably more than current console, midget and "cigar-box" models, which have been built to meet the "depression pocketbook." It is now felt in some quarters, however, that industrial recovery has been sufficient to warrant introduction of more expensive high quality models.

Broadcasters long have maintained that they have been transmitting high quality signals because of rigid regulations governing equipment installations. Cheap receivers, on the other hand, they claim, have marred reception. Manufacturers have not agreed with that contention but admit they were forced to manufacture small and rather poorly-engineered sets because of public demand.

With high quality receivers, it is claimed, the audiences of broadcasting stations will be increased, since listeners will be far more appreciative of the high grade programs through better reception. By the same token, it is said, more and more advertisers will turn to radio.

MORE THAN 33,000 requests are on file for admission to the Kaltenmeyer's Kindergarten sustaining show originating in the NBC Chicago studios.

Inheriting an Audience of Millions

Hudson Motor Co. Steps into Spot Left by Lucky Strike; Sales Records Set as Motor Facts are Broadcast

By DOUGLAS F. STORER *
Director of Radio
The Blackman Co.

Mr. Storer

FEW SPONSORS are as fortunate as the Hudson Motor Company in having millions of listeners waiting for their initial broadcast, but that's what happened when the motor car maker stepped in with B. A. Rolfe's orchestra after Lucky Strike dropped its Saturday night dance music program. Hudson was introducing a new car, the Terraplane, and the results of the broadcasts, supplemented with merchandising promotion and other advertising, produced results from the beginning.

ON SATURDAY night, Feb. 18, 1933, millions of radio listeners who were accustomed to tune in at 10 p. m. for the Lucky Strike hour, were surprised to find that Lucky Strike was no longer on the air. Dance music there was—but dance music as only B. A. Rolfe and his 40-piece orchestra can play it. For the Hudson Motor Car Company had brought B. A. Rolfe back to the air; B. A. Rolfe, who had been responsible for the tremendous and prolonged popularity of this very Saturday period, was back in his old spot bigger and better than ever.

Audience Was Waiting

THIS program set a precedent in radio in a number of ways. It was the quickest sale of time ever made in the history of NBC. At 3 o'clock on Saturday afternoon the Hudson Motor Car Company said "okay." At 10 p. m. B. A. Rolfe and his orchestra, with the Men About Town, were on the air. And up to that time, no advertiser had ever stepped into a spot just vacated by a program which boasted a regular audience of millions of listeners.

We did not have to wait for a build up—the audience was there, waiting for dance music, and the Hudson Motor Car Company furnished its listeners with the best. In fact, according to figures, this program began with the third highest rating of any program ever to go on the air up to that time.

Factual News Credit

GUESS work had to be eliminated, for radio had an important job to do. In fact, broadcast advertising as far as the Hudson Motor Car Company was concerned, was "on the spot!" Upon radio was placed the burden of quickly making the public familiar with a new and sensational car—the Terraplane. It had to get across the fact that while this new vehicle was gasoline-propelled and was called an automobile—it possessed a distinctly new and different character. No other advertising medium offered such potentialities under these circumstances, namely immediate national coverage, and it behooved radio to do all that was demanded of it—or else.

The program clicked. Broadcast advertising had accomplished the thing that had been asked for—a public understanding of the significance and spirit of the Terraplane.

As months passed, the Hudson Motor Car Company asked another thing of radio—to disseminate factual news, for the Terraplane set out to make news. Tales of how official records were being broken all over the country by the Terraplane were told by Billy Repaid, the Terraplane Reporter, who "hot diggety dogged" his way into millions of American homes.

What percentage of 1933's very successful sales record may be attributed to radio cannot be computed, but the fact remains that radio delivered in a big way. Dealers were—and still are—full of enthusiasm about broadcast advertising. In fact, many of them localized the Saturday Night Dancing Party by sponsoring on their local station a series of electrical transcriptions of 15-minute versions of the big program.

Thus, as 1933 drew to a close, the Terraplane set a record for the greatest percentage of first year sales of any new car in the last 10 years. But this did not mean that radio's job was done, that it could rest on its laurels. With the advent of 1934 there were the sensational new Terraplanes and Hudsons to be announced.

It did not seem fitting that the news about these remarkable cars should be announced to the public by simply giving the facts in the regular commercial spots. Here were cars with all the comfort, style and luxury one could desire, at prices that were news. These Hudsons and Terraplanes deserved a bigger send-off than that. What could be more logical, we said, than to bring Robert L. Ripley to the air, and tie up in a complete radio campaign his amazing Believe It or Nots with these truly Believe It or Not cars. It was a natural!

Auto Show Broadcast

THUS, on Jan. 6, 1934, Robert L. Ripley joined the Saturday Night Terraplane Party—Bob Ripley, together with dramatizations of his amazing Believe It or Nots. As his cartoons help to put across his amazing facts in the newspapers, so the dramatizations were considered an important step in making his material equally attractive for the air. This new feature injected into an already stable, commercially successful program, was just the thing to make an impressive vehicle by which to introduce these new Hudsons and Terraplanes, for it is most admirably adaptable to the Believe It or Not story Hudson has to tell.

Also, on the night of Jan. 6, Billy Repaid, the Terraplane Reporter, was picked up by special wire from the Automobile Show then in progress. He was there on the spot at the Hudson booth to give first-hand information about the new cars.

Dealers who were in New York for the Automobile Show attended the broadcast en masse. For the majority, it was their first broadcast, and it served to further stimulate the great enthusiasm they had already worked up for the new cars. In fact, it was not until the dealers expressed their wholehearted approval to have Mr. Ripley on the program as a regular feature (he appeared twice as a guest artist for the very purpose of getting dealer and audience reactions) that he was signed up as a regular feature.

Questions Hold Interest

TO FURTHER knit together the Believe It or Not program with the cars, various plans for merchandizing the program, as such, have been worked out. For example, at the end of each program, Mr. Ripley gives an unfinished Believe It or Not of the week. That is, he asks a Believe It or Not question, which he does not answer until the following week. During the week the unfinished Believe It or Not is displayed by streamers across dealers' windows. Questions such as, "Where does rain fall every day from a sunny and cloudless sky?" "How can you drive a golf ball two miles up hill with a single stroke?" "Did you ever hear a Chinaman whistle?" and other questions of a similar intriguing nature.

Although it is too soon to feel the effects of this program and its attendant merchandizing tie-ins as far as the sale of cars is concerned, there is every indication that 1934 will be a boom year for the Hudson Motor Car Company.

STAGGER STATION CALL BREAKS

DX Fans Have Hard Time Twirling Dials Nowadays—Although Receivers Have Long Range

J. EDWARD SCHIPPER
Public Relations Counsel
Hudson Motor Car Co.

SPEAKING as one of that army of radio listeners who still like to cruise the air, I have often wondered if it would not be possible to stagger the station announcement times. Could this be done, it would enable the radio fan who occasionally likes to tour the air to really enjoy this amusement to a much greater extent than is now possible. No one knows the number of radio fans who vainly scramble all over the dial at every 15-minute period trying to catch as many station announcements as possible during the few seconds allotted for the purpose. I have seen many who have done this and have talked to many more who do. Hence this suggestion.

Sets Have Range

THERE have been some great improvements in radio receiving sets during the past few years. Many of these improvements permit distant stations to be heard clearly and easily when atmospheric conditions are favorable. One of the claims made for these higher priced and more sensitive sets is their ability to tune in stations from a distance. No doubt the claims are true, but certainly much of the advantage gained by purchasing higher priced sets is lost because of the fact that the DX fan cannot use them for the very purpose for which they have been designed.

Time after time, I have sat listening from some remote point to a program which went along for 15 minutes, and sometimes even a half hour, without a station announcement. The enjoyment in the program itself was augmented by the fact that I knew it was coming from some distant point, and certainly to many of us this does lend enchantment to a radio program.

Staggering Plan

THE STAGGERING of station announcements of independent stations would be, of course, simple. There is no reason why stations could not announce at 15-minute intervals, some starting five minutes and others ten or fifteen minutes past the hour. With chain announcements, however, it is somewhat more complicated. Perhaps it is even impossible where the bigger chains are concerned. But, would it not be possible for the big chains, themselves, to stagger their announcement time? The blue network, for instance, might have one announcement time, the red network, say five minutes later, and so on.

At present the owner of a five-tube set can get just about as much out of his radio receiver as the owner of a much more expensive ten-tube set, as far as American stations are concerned. This certainly does not promote the sale of higher priced radios, but does eliminate one of the stimulating and interesting phases of radio broadcasts, that is, the ability to identify distant stations. The staggering of radio station announcements would materially increase this interest, in my belief.

* Since writing this article Mr. Storer has resigned from the Blackman Co.

XUM

NAB's Committees For 1934 Named

Church Is Made Chairman Of Commercial Group

APPOINTMENT of Arthur B. Church, vice president and general manager of KMBC, Kansas City, as chairman of the NAB commercial committee for 1934 was announced Feb. 26 at NAB headquarters in Washington, along with appointments for the new year of all major committees. Mr. Church succeeds H. K. Carpenter, manager of WPTF, Raleigh, N. C., who was named chairman of the cost accounting committee, which has become of primary importance since the broadcasting industry code makes mandatory installation of a cost accounting system.

Special Groups Unnamed

THE APPOINTMENTS were made by Alfred J. McCosker, NAB president, and were announced by Philip G. Loucks, managing director. No other changes in chairmen of major committees were made, but there were numerous new appointments on committees. A number of special committees remain to be designated, including membership, convention, code, safety standards, copyright, and constitution and by-laws.

The committees are as follows:

Commercial committee—Arthur B. Church, KMBC, chairman; J. Leslie Fox, WSM; Martin Campbell, WFAA; H. K. Boice, WABC; Roy C. Witmer, WJZ; John F. Patt, WGAR; Leon Levy, WCAU; Chas. Chatterton, KGW; Roy Harlow, WNAC; and S. G. Persons, WSFA.

Legislative committee—H. A. Bellows, WCCO, chairman; John J. Gillin, Jr., WOW; G. C. Hamilton, KFBK; Phil Meyer, KFYR; F. M. Russell, WRC; L. B. Wilson, WCKY; Edgar Twamley, WBEN; Frank Megargee, WFBI; and S. A. Cisler, WKBC.

Engineering committee—J. A. Chambers, WLW, chairman; C. W. Horn, WEAF; E. K. Cohan, WABC; E. L. Gove, WHK; John E. Burrell, KJBS; J. H. DeWitt, Jr., WSM; Frank B. Falknor, WBBM; Carl Meyers, WGN; and John E. Fetzer, WKZO.

Tax Committee

PROGRAM committee—Edgar L. Bill, WMBD, chairman; Fred Willis, WABC; Harry C. Butcher, WJSV; John Henry, KOIL; Rogan Jones, KVOS; Judith Waller, WMAQ; and Charles A. Sessions, WIBW.

Tax committee—E. M. Elkin, KDKA, chairman; P. J. Hennessey, WJZ; Sydney M. Kaye, WABC; A. Z. Moore, WKJC; Edgar T. Bell, WKY; Wiley P. Harris, WJDX; Gerald King, KFWB; and Birt F. Fisher, KOMO.

Cost accounting committee—H. K. Carpenter, WPTF, chairman; W. J. Damm, WTMJ; M. R. Runyon, WABC; H. F. McKeon, WJZ; R. W. Hoffman, WHFC; Lewis Allan Weiss, WJR; J. H. Ryan, WSPD; J. L. Kaufman, WCAE; and I. Z. Buckwalter, WGAL.

Television committee—Walter Damm, WTMJ, chairman; Arthur B. Church, KMBC; William H. West; KSD; Harry Sadenwater, RCA Victor Co.; and John V. L. Hogan, Radio Pictures, Inc., New York.

NAB's Major Committees—1934

COMMITTEE CHIEFS—Left to right: (top row) Arthur B. Church, KMBC, commercial; H. K. Carpenter, WPTF, cost accounting; Alfred J. McCosker, NAB president who made appointments; H. A. Bellows, CBS, legislative; (second row) Joseph A. Chambers, WLW-WSAI, engineering; Edgar L. Bill, WMBD, program; (bottom row) E. M. Elkin, KDKA, tax, and Walter J. Damm, WTMJ, television.

HELLO, WORLD!
General Electric Will Address Everybody in One Hour

A SHORT WAVE radio broadcast "to the world" from a single station will be attempted on March 16 from General Electric's two short wave transmitters, W2XAF and W2XAD, Schenectady, N. Y. This program, addressed in the native language of several different countries as well as in English, will last one hour, starting at 6 p. m., EST.

Robert L. Ripley, of "Believe it or Not" fame, will speak several times, each time pertaining to a particular race, and immediately after he has spoken, his words will be translated into the native language of that country and rebroadcast. Among the races to be addressed will be the German, French, Russian, Scandinavian, Spanish, Portuguese, Chinese, and Japanese.

Listeners will be asked to write the General Electric Company, stating the time of day they heard the program and how well it was understood. Because of the difference in time it is possible Ripley's talk will be heard every hour of the clock, from noon to midnight, although he will talk only from 6 to 7 o'clock.

This will be the first time a broadcast such as this has ever been tried by General Electric. Its two short wave transmitters have been heard in almost every country at different times on different programs, but this will be the first time an attempt has been made to reach all countries with a single broadcast, not relayed by any foreign stations. W2XAF, operating on 31.48 meters, is used for evening broadcasts, and W2XAD, operating on 19.56 meters, is used for daytime broadcasts.

Clear Channels' Future At Stake in Test Plan Put Before Commission

REGARDED as a final test of the existence of the clear channel, particularly in east-west operation, the applications of four stations to double-up experimentally on two clear channels were heard by the Radio Commission, sitting en banc, from Feb. 14 to 17. Involved are WTIC, Hartford; WBAL, Baltimore; KTHS, Hot Springs; and KRLD, Dallas, now sharing time on the 1040 and 1060 kc. clear channels. The stations are asking changes in assignments, so that three of them would get full time and the fourth practically full time.

An engineering plan, worked out by T. A. M. Craven, consulting engineer of Washington, designed to minimize interference, featured the four days of hearing. Under the plan, the stations would operate simultaneously during evening hours subject to rigid technical limitations for an experimental period, with the objective of proving the set-up feasible.

WBAL and WTIC now divide time on the 1060 kc. clear channel under their regular licenses, while KRLD and KTHS divide time on 1040 kc. The applications ask that WBAL and KTHS be permitted to operate simultaneously daytime on 1060 kc. At local sunset at Hot Springs, KTHS would sign off until 8 p. m., local time, and then would operate until midnight. WBAL would operate until 9 p. m., EST, on the 1060 kc. wave and thereafter would synchronize on 760 with WJZ, as it now does experimentally. The other two stations would operate simultaneously day and night on 1040 kc.

WESG, Elmira, N. Y., is protesting the applications as it would be forced from its present daytime of 1040 kc. with 1 kw.

SHB Broadcasters Enroll 16 Stations

Others Expected to be Added By New Selling Group

SIXTEEN stations in 14 cities have joined Group Broadcasters, Inc., already, and a limited number of other stations in the basic area, previously sold by Scott Howe Bowen, Inc., have been invited to join.

In addition to WOR, WNAC, WGR and WKBW, WSAI and WLW, WHK, KMBC and KWK, previously announced, the group comprises: KYW, Chicago; CKLW, Detroit; WDRC, Hartford; WIP, Philadelphia; WEAN, Providence; WMAS, Springfield, and WICC, Bridgeport. It is understood that when WIP is unavailable, WCAU may be used as an alternate.

The group affords an advertiser taking 10 or more stations choice within the basic area of the cities he will use at network card rates. These compare favorably with the usual local or spot rate, and this factor offsets the limitation imposed by the group, that an advertiser may not choose what station he will use in any individual city, as he can in the case of spot broadcasting.

In cities where Group Broadcasters are not represented by a full member station, stations are available on a spot basis as in the past, and these can be bought in conjunction with the minimum of 10 stations within the group proper.

It is claimed that the stations in the group embrace an area in which may be found 60 per cent of the population, 62 per cent of all retail sales, 65 per cent of the nation's wealth and 72 per cent of radio's listening audience.

Nets and N. Y. Musicians Agree on $100 Pay Scale

NEGOTIATIONS between the networks and Local 802 of the American Federation of Musicians have been completed, providing for a $100-a-week scale per man for staff musicians, effective March 5 for one year. This is the rate that was in force prior to 1933, when the union accepted a 10 per cent cut for the men. At the outset of this year's negotiations the networks asked that the cut be retained, while the union, on the grounds of a higher cost of living, asked an increase to $110. Conferences between the union and New York non-network stations followed.

Agency Adds Chicago

TO SELL and service radio programs for clients in the middle west, Earnshaw-Young, Inc., Los Angeles, has opened a branch office in Chicago at 201 East Delaware Place. Norman Bauch, vice president of the Wessel Co., radio program producer, of Chicago, has been named manager of the branch.

P. LORILLARD Co., New York (Old Gold), will move its transcontinental CBS program from KFRC, San Francisco, to KHJ, Los Angeles, on March 6 when Ted Fio Rito and his orchestra leave the Hotel St. Francis.

Four Third Network Projects Contemplated But Not Formed

All Big Independent Stations Being Approached; McClelland Makes Trip to West Coast

WITH network evening schedules practically sold out, talk of organizing a "third chain" is being revived on several fronts although no single project appears to have reached the point of practicability.

All told, four separate ventures are under contemplation. Practically every independently owned station in major markets, it appears, has been contacted by one of the several groups, but so far as is known, the discussions have been purely preliminary.

Major Projects

THE VENTURES, all in a formative stage, may be enumerated as follows:

1. Broadcasting Stations Corporation, headed by George W. McClelland, former vice president and general manager of NBC.

2. WMCA, New York, operated by Federal Broadcasting System, of which John T. Adams is president, and former Gov. Al Smith is chairman of the board and in which a group of wealthy New Yorkers are financially interested. Now feeds programs intermittently to several New England stations.

3. George Storer group, embracing CKLW, Detroit-Windsor, WSPD, Toledo, and WWVA, Wheeling, understood to have backing of Detroit investment bankers.

4. General Broadcasting System, incorporated three months ago and interchanging programs among a half-dozen eastern stations from New York to Washington. Headed by Paul Harron, operator of WFAB, New York, WPEN, Philadelphia, and WTNJ, Trenton.

McClelland Goes West

FOR the apparent purpose of lining up stations for his proposed cooperative network, Mr. McClelland spent part of February on the Pacific coast. He left for New York Feb. 14, after spending several days in Los Angeles during which time he conferred with Earl C. Anthony, owner of KFI and KECA, NBC outlets; George Hearst, son of William Randolph Hearst, the publisher who operates four stations and has just acquired a fifth —KYA, San Francisco—and Guy C. Earle, operator of KNX, Los Angeles. Speculation centered around the Hearst negotiations, since the publisher has been linked with Mr. McClelland as possible financial backer of his venture.

Since his resignation from NBC several months ago, Mr. McClelland has not divulged his plans beyond saying that his network should be on the air by this fall with outlets in every major market. He declared it would be a mutual enterprise in which stations would participate on a profit-sharing basis. It is known that he has conferred with more than a score of stations about his project. Because of the high esteem in which Mr. McClelland is held as a radio executive, more than casual interest has been manifest in his undertaking.

Adams Plan Indefinite

DESPITE numerous reports to the contrary, Mr. Adams informed BROADCASTING that his plans for a network are still nebulous and that there is no immediate prospect of launching a project. He recently made a tour through the middle west and discussed the broad question of network operation with a number of larger independent stations, but he said he has signed no contracts and is not prepared to make any announcements.

That Mr. Adams and his organization of prominent New York financiers have in mind a network covering key markets is not denied. WMCA has been feeding its programs to several New England outlets and on occasions to stations of the General Broadcasting System group.

As early as last December, it was learned, Mr. Storer discussed with WMCA officials the matter of tying his stations into a regional network with certain others in the middlewest and east. Nothing came of these negotiations, however. Mr. Storer is understood to have been importuned by an influential group of investment bankers in Detroit, acting in behalf of reputable clients, to determine the feasibility of establishing a new network, and his dealings have been in their behalf as well as his own.

GBS Moves Slowly

GENERAL Broadcasting System, which has been leaning backward also to avoid the limelight lest it be linked as the successor to the ill-starred Ed Wynn Amalgamated Broadcasting System, has been making haste slowly. Lack of an adequate full-time New York key, has hampered this group, which is carrying several commercials. Besides the Harron stations, those in the group include WOL, Washington, WDEL, Wilmington, and WCBM, Baltimore.

Still other reports, which can be regarded as little short of rumor, are that WNEW, newest New York metropolitan outlet operated by Milton F. Biow, head of the Biow Co., advertising agency, has serious network aspirations. Farfetched as it may seem, one report in informed broadcasting circles was that this station might become the key of a second CBS network, but this lacked substantiation.

Correspondents Talk

GENEVIEVE FORBES HERRICK and Arthur Sears Henning, the women's feature writer and the dean of Washington newspaper correspondents, on Feb. 18 inaugurated a series of Sunday night talks over WGN, Chicago, from Washington. The speakers are correspondents for the CHICAGO TRIBUNE, owner of the station.

Photo by Wireless World.

"MIKE" MANNER—A "still" from the New British film, "On the Air," showing two radio comedians at the microphone. Note the peculiar shape of the British "mike."

KYA Bought by Hearst Subsidiary From NBC; Linked With Examiner

PURCHASE of KYA, San Francisco, by the American Radio News Corp., radio subsidiary of the Hearst newspaper organization, was announced Feb. 15 following negotiations between M. H. Aylesworth, NBC president, Don Gilman, NBC Pacific coast vice president, and Emil Gough, Hearst radio director. Hitherto operated from the NBC San Francisco studios, KYA now has its studios on the fifth floor of the Hearst Building in San Francisco and will be operated as an adjunct of the SAN FRANCISCO EXAMINER.

Edward McCallum remains as manager of the station, transferring with most of his staff to the Hearst organization. The deal was consummated by an outright purchase of all of the stock of the Pacific Broadcasting Corp., Ltd., which was taken over by NBC after the failure of the Adolph Linden network project. George Hearst becomes president of the Pacific Broadcasting Corp.

The station is the fourth western unit operated by NBC to be disposed of since the Linden chain failure, NBC having earlier leased KJR, Seattle, to the operators of KOMO; KEX, Portland, to the operators of KGW, and GGA, Spokane, to the operators of KHQ.

KYA is the fifth station to be acquired by the Hearst subsidiary, which also owns WINS, New York; WCAE, Pittsburgh, and WISN, Milwaukee, and operates KYW, Chicago, under lease. Mr. Gough announced that Paul Raymer, New York station representative, will represent KYA in the New York territory.

"Chandu" in Movies

"CHANDU the Magician," which has proved so popular as a transcription feature on the air, is to be made into a motion picture serial by Principal Pictures Corporation, according to announcement by Earnshaw-Young, Los Angeles, which handles the account.

Broadcast "Study" Shelved as Futile

Roper-Proposed Investigation Discouraged by Congress

PLANS for a "study" of the broadcasting industry, conceived by Secretary of Commerce Roper as a sequel to the Interdepartmental Committee's report on communications, have been shelved for the time-being, it is learned on unquestioned authority.

The Commerce Secretary announced last month that a committee of four would study the industry with a view of submitting legislative recommendations to the President. Subsequent developments, however, most important of which was the request by President Roosevelt that Congress enact legislation creating a Communications Commission to absorb the Radio Commission, made this study unnecessary.

Secretary Roper had announced that he would be chairman of the new interdepartmental committee, with Herbert L. Pettey, Radio Commission, as secretary, and Dr. Irvin D. Stewart, State Department radio specialist, a member. A fourth member, never announced, was to be Dr. J. H. Dellinger, chief of the radio section of the Bureau of Standards.

Radio leaders in Congress, it is learned, informed Secretary Roper that no controversial matters would be considered in the proposed new legislation and that the committee's report, even if submitted, probably would not be considered. Moreover, it was pointed out that there was little need for such a study, since one had been made less than two years ago by the Commission at the request of the Senate.

President Ignores Dowling Proposals

SUGGESTIONS regarding radio regulation made to the White House by Eddie Dowling, Broadway actor and master of ceremonies, now serving as a government member of the Code Authority for broadcasting, are not being considered seriously in any fashion, it was learned Feb. 19 upon good authority. While the Dowling suggestions were not made public, it was intimated that they proposed an investigation of the licensing of stations by the Radio Commission on the ground that unethical practices are followed.

Since his appointment to the Code Authority in January, Mr. Dowling has made several statements regarding broadcasting, which, in the main, attacked the present structure and existing methods of operations. He has devoted particular attention, however, to the status of the artist in broadcasting and has criticized the practice of admitting studio audiences gratis as unfairly competitive with the theatrical performer.

WJR, Detroit, has obtained permission to move its 10,000-watt transmitter to a 20-acre plot two and a half miles west of Trenton, Mich. Better coverage is expected to result.

Border Studio Ban Urged in Congress By the Commission

Senate Accepts Amendment As House Delays Action

CONGRESS is being urged by the Radio Commission to enact an amendment to the 1927 law to prohibit Mexican border stations from broadcasting programs originating in this country. During the last fortnight hearings were heard on the measure before Senate and House committees. The former reported the bill favorably with one amendment proposed by the NAB, and the measure passed the Senate Feb. 20.

In the House, however, complications developed primarily because the bill applied also to the shipping of transcriptions and records from this country without express authority of the Commission. This, it was felt, might react to the detriment of American transcription producers during a time when government is doing its utmost to aid industry. A second hearing was held Feb. 20, and another is scheduled for next week.

Commission Officials Testify

AIMED particularly at such border stations as those operated by Dr. John R. Brinkley, deposed medico-broadcaster of Kansas, and Norman T. Baker, cancer hospital operator, formerly of Muscatine, Iowa, the measure would prohibit the location in this country of remote studios for foreign stations without authority from the Commission. Another clause would bar shipment of recorded programs.

At hearings before the House Merchant Marine, Radio, and Fisheries Committee on Feb. 15, Chairman Sykes and Dr. C. B. Jolliffe, chief engineer of the Commission, urged passage of the measure. It also was supported by Dr. Irvin D. Stewart, State Department radio expert, and Tracy F. Tyler, of the National Committee on Education by Radio. Dr. Jolliffe testified that serious interference now is being caused by the border stations and that it threatens to become worse with the trend toward super-power. He estimated there are a dozen big stations either built or being constructed along the Mexican border, all promoted by Americans for the purpose of reaching American rather than Mexican audiences.

NAB Offers Amendments

HENRY A. BELLOWS, CBS vice president, appearing as legislative chairman of the NAB, said the association was in sympathy with the measure, but he advocated two minor amendments which he said would act as a safeguard against possible misapplication of its broad provisions. They were taken under advisement by the committee.

Judge Sykes was the only witness before the Senate committee, which held hearings on the same day and reported the measure favorably to the Senate Feb. 19. The committee, however, did adopt one of the amendments suggested by Mr. Bellows following the hearing.

The purpose of the amendment, Senator Dill said, is to make unnecessary the granting of permits when a station, licensed by the Commission, broadcasts a program simultaneously with a foreign radio station. Senator Dill stated further that the bill will not interfere in any way with exchange of programs between the United States and foreign countries because the Commission is authorized to grant permits to those stations which desire to operate legally. In effect, he said, the bill would give the Commission power to stop "outlaw" broadcasting from this side of the line by Mexican stations.

Lottery, Censorship Bills

TWO NEW radio measures thrown into the legislative hopper during the last fortnight include a measure by Rep. Bland (D.), of Virginia, to prohibit lottery programs and a bill by Rep. McFadden (R.), of Pennsylvania, relating to free speech on the air. Both bills were referred to the Merchant Marine, Radio, and Fisheries Committee, of which Mr. Bland is chairman.

There is no opposition to the lottery bill, which is covered under the trade practice provisions of the NRA code for the broadcasting industry, and has the force of law. The Bland proposal was passed by the previous Congress as part of the radio omnibus bill pocket-vetoed by President Hoover.

The McFadden bill, far-reaching in scope, is not regarded seriously, mainly because its author, who was read out of the Republican party two years ago, commands little following. It is not considered likely that the bill will be considered by the committee. Briefly, it provides that no station shall discriminate against political speakers or against any type of speaker. To do so, the station owner would be guilty of an "unlawful discrimination" or of a misdemeanor, punishable by a fine of not less than $500 nor more than $5,000, and "in addition thereto may be required to forfeit the license for operating such broadcasting station." A second section would make a criminal offense, the use of coercion, threats, or like interference in the operation of a station, punishable by fine or imprisonment or both.

Programs Are Set To Offer Contrast

PROGRAMS of WOR, Newark, are now scheduled to contrast with simultaneous presentations of the network key-stations, so as to avoid having the same type of broadcast on both, as a result of a study made by Lewis Reid, program director.

The policy was conceived during the last football season, when WOR endeavored to broadcast games not being carried by any network.

"That system," said Reid, "provided listeners with a greater variety of games. The same idea was carried into all the other programs. It seems to me to be senseless to put our Little Symphony Orchestra on at the same time, say as the Boston Symphony and that, incidentally, is why we changed its time from Saturday to Thursday.

"It is our plan to provide entirely dissimilar programs to those on other stations. For instance the Little Symphony will be opposed to Rudy Vallee's program. When the Philharmonic is playing on Sunday afternoons, we will have a variety show on the air from the Roxy Theatre.

Brinkley Off Again

REPORTS that XER, Villa Acuna, Mex., across the border from Del Rio, Tex., had been forcibly closed by Mexican authorities and ordered dismantled within 30 days were received Feb. 24 in Washington. The station, owned by Dr. John R. Brinkley, former Kansas broadcaster and medical man, was said to be under guard of Mexican troops. The order is said to have come from the Mexican president because continued operation of the "outlaw" station was resented by the United States. The reason given for the action was that Brinkley had broadcast medical talks without government authority.

KOMO, KJR Open Studios With Fete

OPENING of the new studios of Totem Broadcasters, Inc., operating KOMO and KJR, Seattle, was celebrated the week of Feb. 12 with daily rounds of festivities and special broadcastings in which city and state notables participated. A feature of the opening week was a luncheon to the Seattle section of the Pacific Association of Advertising Agencies served in the large "A" studio. Birt Fisher, manager of the two stations, acted as host.

Four studios and a control room, and an artistic audition room, together with executive offices, reception rooms, lounge rooms, etc. occupy a full floor of the Skinner Building. The studios and monitoring booths are of the latest acoustical construction, the walls being covered with nuwood and the studio floors being floated on six inches of balsam wool. Both are products of the Wood Conversion Co., Cloquet, Minn., a unit of the Weyerhauser interests whose new radio studio equipment was also used in the construction of the studios of KSTP, St. Paul, and KVI, Tacoma, Wash.

KJR, former outlet for the new abandoned second NBC Pacific coast network, was recently leased to the operators of KOMO and is being operated as an independent station while KOMO remains linked with the NBC-KGO network. The new studio setup services both stations.

KICK Hearing Set

BECAUSE of protests filed by KSO, Des Moines, and WHBF, Rock Island, Ill., the Radio Commission Feb. 20 suspended its decision authorizing KICK to move from Carter Lake to Davenport, Iowa, to voluntarily assign its license from Red Oak Radio Corp. to the Palmer School of Chiropractic and to change its call letters to WOC. The applications were designated for hearing.

SEVEN NBC stations have obtained power increases within the last few months, a folder just released by the network points out. The stations are WBZ, Boston; WHAM, Rochester; KVOO, Tulsa; WFI and WLIT, Philadelphia; WSAI, Cincinnati; and WTAG, Worcester.

70 Stations Take WBS Daily Disks

Two-Hour Service to Expand; Programs are Elastic

Mr. Deutsch

WORLD Broadcasting System's daily transcription service became effective March 1, with approximately 70 stations already under contract and many more expected to join within the month, according to Percy L. Deutsch, president of WBS.

The service has been designed to enable individual stations to build programs recorded by first-class talent, by the Western Electric wide range method, at a low cost hitherto impossible. Inaugurated on a basis of two hours daily, the service will later be expanded to permit stations to take their choice of two or four hour service.

Stations Build Programs

EACH DAY'S service consists of eight 16-inch disks, comprising classical, salon and the best popular music. The shorter numbers, running about three minutes, are spaced on the disks without intervening continuity. Daily continuity to accompany the disks is supplied, so that stations may choose between this and their own, particularly in cases where a program is sponsored. The separation of the numbers on the disks, moreover, makes it possible, with a double turntable, for the station to build a 15-minute program of four musical numbers from as many as four records—in other words, puts program-building entirely in their hands.

The advantages of this elasticity are increased by the fact that big-name conductors and artists are reported to be appearing on the disks without their names being used, owing to contractural restrictions. Stations have not previously been able to build features of this quality with transcriptions, owing to the limitations imposed by the method of recording.

Service Rate at $70

THE ALTERNATIVES previously open to sponsors on individual stations were to employ local "live" talent, to use an already-transcribed syndicated program, or to have their own transcriptions made at a much greater expense.

No announcement of the terms on which the service is available was made, but it is understood to be at the rate of $70 a week. Stations are expected to make only a nominal charge of $5 or $10 to sponsors for the use of the transcription library on any 15-minute program. Production of the transcriptions began Feb. 13, and recordings are now being made from 9 a. m. to 11 p. m.

No confirmation could be obtained of statements from a usually well-informed source that ERPI is financially interested in the production of the library, but it is certain that this company and WBS are cooperating in the venture.

KSD is the oldest broadcasting station in St. Louis. It has been continuously on the air since March, 1922.

KSD is the only broadcasting station in St. Louis affiliated with a great metropolitan newspaper.

KSD has been associated with the National Broadcasting Company since its inception, carrying the programs of the Red Network.

According to conservative figures established over a period of twelve years, KSD has consistently served an area in and around St. Louis, embracing the homes of nearly three million people.

Practically half of this great population lives within twenty miles of the KSD transmitter and looks to St. Louis as the center of activities for this area.

Besides setting their dial on KSD for the greater number of favorite programs, this audience relies upon KSD for the daily market report service.

This service began with the St. Louis Merchants Exchange broadcasts of KSD in 1922 and has developed to where it is known as the most complete market broadcast over the air.

Throughout rural areas surrounding St. Louis in Missouri and Illinois interested listeners await these up-to-the-minute accounts of happenings in the various markets.

Station KSD—The St. Louis Post-Dispatch

Post-Dispatch Building, St. Louis, Mo.

Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco Atlanta

FOR INTENSIVE
CONSISTENT COURAGE

WSPD

TOLEDO

Effectively serves a trade area of 1,151,322 population.

BASIC STATION
of the
COLUMBIA
BROADCASTING
SYSTEM

WSPD is 1000 watts—full Western Electric Control—the only radio station in Northwestern Ohio—and enjoys a 75% proven listening audience.

WSPD
THE TOLEDO
BROADCASTING CO.

Studios—The Commodore
Perry Hotel, Toledo, O.

Representatives.
J. H. McGillvra, 2 West 45th St., New York City
Myron A. Reck
Insurance Exchange
175 W. Jackson Blvd.,
Chicago, Ill.

Rep. Celler Raps Press Release On Liquor Ads as "Cowardly"

Broadcasters Undeterred by Policy Statement; Congressman Hits CBS for Barring His Talk

SEVERE CRITICISM of the Radio Commission's now celebrated press release regarding policy on liquor advertising over the air was expressed by Rep. Celler (D.), New York, in a statement published in the CONGRESSIONAL RECORD Feb. 16. In the same statement, published as an extension of the Congressman's remarks, Mr. Celler included an exchange of correspondence with Henry A. Bellows, CBS vice president, in which he took issue with the broadcaster for refusing to allow him to talk over the network in opposition to the liquor ruling.

This outburst was the only repercussion of significance to the provocative liquor press release during the last fortnight. The Commission has received only some two dozen comments on the ruling in the mail, and these were about evenly divided as to criticism and praise. Meanwhile, so far as is known, most stations, advertisers and agencies are interpreting the ruling as in no wise banning liquor advertising over the air, but the statement admittedly has had the effect of retarding somewhat the use of the air by distillers.

In behalf of the Commission it can now definitely be stated that there is nothing to prevent any station from accepting any sort of liquor advertising, and that the press release was intended to aid rather than deter broadcasters in formulating a policy with regard to such accounts. Privately, because of the tempest stirred by the ruling, certain Commission officials admit they erred. Publicly, however, they stick to their guns.

Rep. Celler minced no words in attacking the Commission's "news release," calling it "cowardly, unwarranted and unjustifiable." He served notice, also that he would oppose, before the appropriate Senate committee, the reappointment or the appointment to the Commission "of anyone who subscribes to the press release." Since then, Rep. Anning S. Prall (D.), of New York, has been named to succeed Commissioner William D. L. Starbuck. "Any man who would continue to make liquor something romantic and something that can only be sold in dark corners and speakeasies—and that is what the order or press release encourages," he asserted, "is not qualified to sit on the Radio Commission."

Concluding, Rep. Celler said: "My hat goes off to Station WOR at New York. It put on a liquor advertising broadcast after the Commission's absurd news release. I admire the courage of Alfred J. McCosker, in charge of WOR."

Discussing the Commission's action, Rep. Celler said in part:

"It does not state that liquor advertising is banned. On the other hand, it lays down no definite rule for broadcasters to follow. If the Commission wishes to interdict liquor advertising, it should come out in the open and courageously say so. If it rears its head in that fashion, however, it can expect a 'good sock in the jaw'—if I may be pardoned this slang.

"The Commission knows this and would not dare risk criticism. It slyly and cowardly uses a one-half way measure which I, as a member of Congress, who have battled against prohibition for years, deeply resent. The Commission has no right to shield itself behind a news release of this character.

"The action of the Commission undoubtedly borders upon censorship. Congress gave no right of censorship to the Commission. The Commission has repeatedly denied that it seeks to exercise the right of censorship. Yet, in its carefully worded news release, it issues a warning which is tantamount to censorship. * * *

Attitude of Congress

"PERSONALLY, I see no reason for such an expression of the views of the Commission. If anyone does not wish to listen to a broadcast on the liquor question it is a simple matter for the listener to turn off the program.

"The Post Office Department no longer has the right to prevent the mailing of announcements about liquor even though the mail circulates in dry states. We recently repealed a statute which forbade the circulation in the mails of newspapers and publications containing liquor advertisements. Those advertisements may now be read by the most rabid of 'dry' in dry states.

"There is thus expressed an attitude of Congress which the Radio Commission cannot d i s r e g a r d. Congress stated that liquor dealers may circulate their advertisements in dry states. The Radio Commission should not now have the temerity to say to these same liquor dealers, 'You cannot broadcast information concerning your alcoholic beverages, whether the station is in a wet or a dry state, for fear the broadcast may reach the ears of those in dry states.' Such a position is utterly indefensible."

In an exchange of correspondence with Mr. Bellows, the Congressman said he could not agree with Mr. Bellow's contention that a talk opposing the Commission ruling would be "misinterpreted by literally millions of listeners." Mr. Bellows said he felt many people "would inevitably assume that we were broadcasting it as a protest of our own against the action of the Commission."

50,000
WATTS

WHAS

820
KILOCYCLES

● Louisville has been one of the outstanding cities of the Nation in business recovery during the past year. Christmas business surpassed expectations by a wide margin and January sales continued well above average.

● This is a reflection of general conditions in the Louisville market . . . a market that is well worth cultivating at this time. And, through the facilities of WHAS, owned and operated by The Courier-Journal and Louisville Times, your message can be effectively broadcast not only throughout this market, but also throughout the Middlewest.

CLEARED CHANNEL
FULL TIME

Represented Nationally By
EDWARD PETRY & CO.
New York - Chicago - Detroit
San Francisco - Atlanta

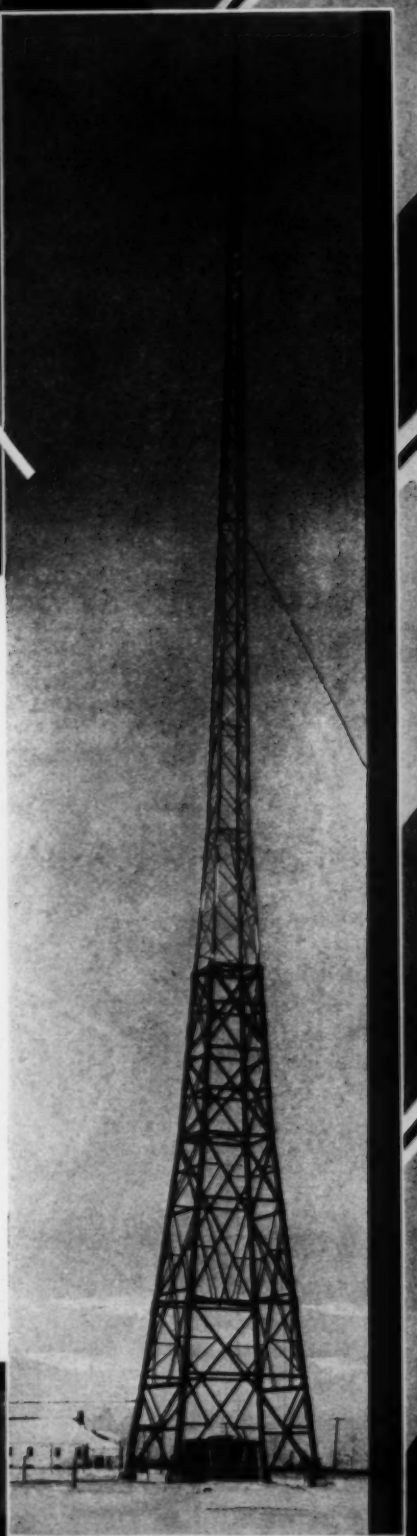
Reports Big Fire

EYE-WITNESS reports of the $100,000 Premier-Pabst Brewery fire at Peoria, Ill., were broadcast Jan. 29 by WMBD, the transmitter of which is only a few blocks from the brewery site. Station engineers laid 1,800 feet of wire from the transmitter to the scene of the fire, and announcers described the progress of the blaze over a two-hour period.

DULUTH
WEBC
SUPERIOR

A LOUDER VOICE IN THE SKY

Since the erection of its ultra-modern radiator, the highest tower in the Northwest, WEBC now offers to the advertiser a greatly enlarged audience, at no increase in cost. Here IS a buy!



HEAD OF THE LAKES BROADCASTING CO.
SUPERIOR DULUTH

XUM

It's a FACT

When QUICK SALES in VOLUME are PARAMOUNT

LARGE RETAIL STORES use KSTP. . . .

WITNESS:

The largest Department and Men's Furnishings Stores of the Twin Cities carry both regular and "special" programs on KSTP — a majority exclusively.

It's a FACT . . .

that KSTP "concentrates" its coverage—and occupies the leading position —in the Northwest's Metropolitan Area of 1,142,000 population which "spends 75c out of every dollar" in the state.

WITNESS:

For the past three years the only authentic National Survey rates KSTP a commanding lead for "listener preference" in Minnesota.

KSTP

Minneapolis St. Paul

THE STATION OF THE MILLIONS WITH MILLION$ TO SPEND

Radio Goes Maternal

A NEW USE for the radio receiver was revealed by H. K. Carpenter, manager of WPTF, Raleigh, N. C., on a visit to Washington Feb. 26. Two N. C. State College students, he said, hatched three baby chicks by placing the eggs near the radio tubes. The chicks are very well pleased with their mother, Carpenter said, and are planning to become crooners.

WOQ-KFH Change Sustained by Court

THE DECISION of the Radio Commission deleting WOQ, Kansas City, Mo., and awarding full time to KFH, Wichita, on 1300 kc., with 1 kw., was sustained by the Court of Appeals of the District of Columbia on Feb. 19. The Commission based its decision largely on quota grounds more than a year ago, holding that the change would provide a more equitable distribution since Missouri is over-quota and Kansas under-quota.

WOQ, operated by the Unity School of Christianity, had been assigned two-sevenths time on the channel, with KFH using the remainder. The court also sustained the Commission's finding that KFH would be enabled to increase substantially its service to the public with full time, and that Kansas City now receives adequate service from several stations. "No grounds exist which would justify this court in reversing the Commission's order," the court stated.

George E. Strong, Washington counsel for WOQ, declared he would ask the United States Supreme Court to review the ruling by filing a petition for a writ of certiorari.

U. S. Pushes Probe Of ASCAP WORK

Attorney General Looks Into Activities in Baltimore

THAT the federal government has in no wise abated its investigation of the American Society of Composers, Authors & Publishers to ascertain whether it is an illegal combination in restraint of trade was indicated by the appearance Feb. 20 of Charles B. Brewer, special assistant to the Attorney General, in Baltimore, to discuss the copyright situation with the district attorney's office.

Mr. Brewer, who is in charge of investigation for the Department of Justice, conferred with James K. Cullen, first assistant to the district attorney, regarding ASCAP activities in Baltimore. Complaints about alleged ASCAP raids upon small establishments which pick up programs on radios for entertainment of customers have been made to the department not only by members of Congress but by the Music Users' Protective Association of America, formed several months ago to combat ASCAP.

Racketeering Charged

THE SAME association Feb. 17 asked the Federal Trade Commission to investigate ASCAP on the ground that it is violating the anti-trust laws and is guilty of unfair methods of competition and of "racketeering." In its complaint, the association, with headquarters in Baltimore, charged that ASCAP launched a campaign recently in Maryland to compel owners of sets in small business establishments to take out licenses at a minimum annual rate of $60.

Mr. Brewer declined to discuss his visit, but it was definitely ascertained that he examined the district attorney's files relating to copyright prosecutions and activities of ASCAP, including several infringement suits instigated by ASCAP attorneys.

The Trade Commission, along with the Department of Justice, has been investigating ASCAP activities for nearly a year as a result of complaints. It is understood that the Trade Commission's report has been completed but that determination of procedure is being held in abeyance until the Department of Justice finishes its inquiry.

Meanwhile, no further word has been forthcoming from the Federal District Court for southern New York, which has pending before it the suit instituted by WIP, Philadelphia, seeking dissolution of ASCAP as an illegal monopoly. No date for argument has been set. Philip G. Loucks, NAB managing director, and Joseph C. Hostetler, law partner of Newton D. Baker, who as NAB counsel, conferred on preparation of the case in Cleveland Feb. 17 and 18.

Complications in the dispute between WMBR, which has moved from Tampa to Jacksonville, Fla., and the American Society of Composers, Authors and Publishers have led the latter to permit the station to negotiate directly with publishers for permission to use their copyrighted music.

It is alleged by ASCAP that WMBR used such music without being licensed, and a suit is pending against the station on this ground. While this litigation is unsettled, ASCAP was unwilling to license the station for its operations under the new set-up, according to New York headquarters of the society, but was willing that WMBR be free to negotiate with individual publishers for the use of their catalogues. Publishers who are members of ASCAP have been notified to this effect, but the arrangement applies only to this one station, it is stated, and does not foreshadow a new policy by the society in regard to independents.

KJR

NBC

KJR listeners are afforded NBC sustaining programs

KJR is western Washington's most powerful and only clear channel broadcasting station and it operates full time. KJR's 5,000 watts of power originating in Seattle, permits radio coverage of the Puget Sound area in which lies sixty per cent of the population of the State of Washington.

IT'S SPRING IN SEATTLE

A market of more than a million is doing its Spring buying out here in the Northwest Corner — KJR is the station that covers it.

Represented by EDWARD PETRY & CO., INC. New York, Chicago, Detroit, San Francisco

Fisher's Blend Station, Inc., Operating KOMO-KJR, Skinner Bldg., Seattle, Wash.

WFBG

ALTOONA, PA.

1310 kilocycles

100 watts

AVAILABLE FOR SPONSORSHIP

"Birthday Greeters" Program

Big Result Getter

Write Roy Thompson

"Voice of the Alleghenies"

NO EMISSION DROP after 2,000 HOURS!

THE 851

Sylvania Type 851 Graphite Anode Transmitting Tube

PHONE MELROSE 5-0332

STANDARD CAHILL CO., INC.
RADIO W.B.N.X. STATION
MORRIS AVE. & 161ST ST.
NEW YORK, N. Y.

February 5, 1934

Hygrade Sylvania Corporation,
Clifton, New Jersey

Gentlemen:

The management of Radio Station WBNX wishes to express its satisfaction with the performance of Sylvania Graphite Anode Tubes. According to Frank Anzalone, our Chief Engineer, your type 851 has had to date a two thousand hour (2000 hr.) life, with no adjustments. We are using this tube as a Class "B" linear amplifier in the output stage of our 250 Watt transmitter.

On the strength of the performance of this tube and several of your smaller types, we are equipping our transmitter with Sylvania Tubes throughout.

Very truly yours,

W. C. ALCORN
Vice-President and General Manager

WCA:b

The record of WBNX shows 2,000 hours of use for Sylvania Graphite Anode Type 851 without any voltage adjustment, which in ordinary tubes is necessary to compensate for falling emission. This indicates unusually long service life for Sylvania Graphite Anode Tubes, as this tube is still operating at maximum efficiency. The superiority of the Graphite Anode as developed, processed and introduced by Sylvania, has been definitely proved by similar service records of many broadcasting stations, amateurs and other users.

NRA WE DO OUR PART

HYGRADE SYLVANIA CORPORATION

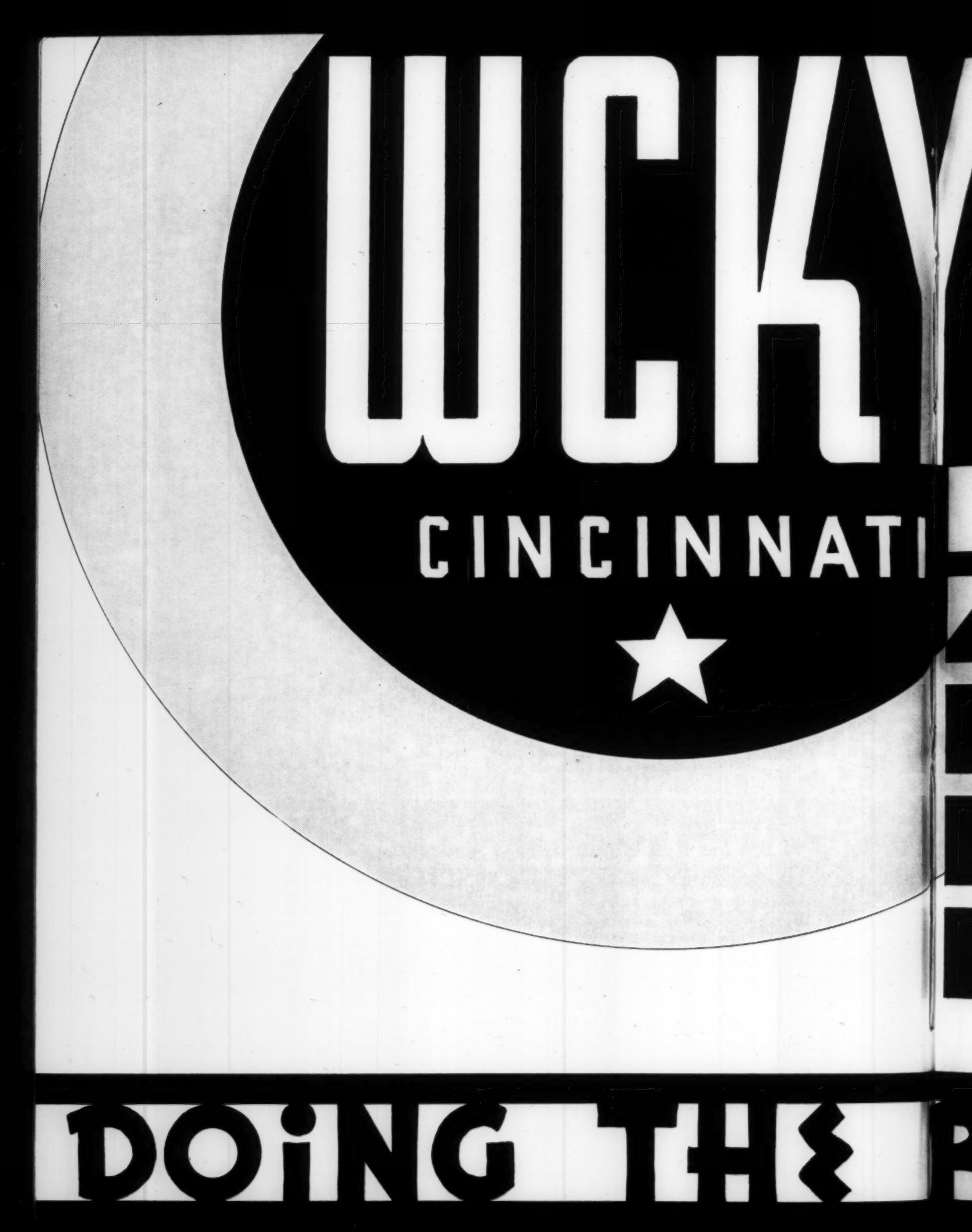
Hygrade Lamps — ELECTRONICS DEPARTMENT — *Sylvania Tubes*

CLIFTON, NEW JERSEY

FACTORIES: SALEM, MASS. EMPORIUM, PA. ST. MARYS, PA. CLIFTON, N. J.

WAREHOUSE STOCKS IN

Portland, Oregon Atlanta, Georgia Denver, Col. Chicago, Ill. Salem, Mass. Dallas, Texas Philadelphia, Pa. Pittsburgh, Pa. Los Angeles, Cal.


WCK
CINCINNATI
DOING THE

Complete Coverage . .
Best Programs . .
Rich Market . . . .
Sound Business Policy
Basic Station NBC
REAL JOB!

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Building
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The New Radio Bill

PRESIDENT ROOSEVELT exhibited excellent judgment when he recommended to Congress that the proposed Federal Communications Commission be limited in its powers to the "authority now lying in the Federal Radio Commission" and to such "authority over communications as now lies with the Interstate Commerce Commission."

The language of the President's message is clear and unambiguous. He wishes to avoid all controversy in establishing the new Commission he has recommended. Senator Dill's bill does not avoid controversy and, therefore, does not conform with the President's wishes. The bill will be found objectionable from the viewpoint of the broadcaster in many respects. In each instance the objection will spring from new matter inserted by its author. This new matter in the past has been rejected by one or the other house of Congress or by the President, because of objections from broadcasters.

Among other things, the bill would empower the new Commission to suspend licenses, to impose fines upon licensees for violation of its regulations, to destroy clear channels, and to license an unlimited number of 250-watt stations. At the same time it offers nothing constructive. It retains the controverted Davis Amendment with its unworkable zoning mandate. It further complicates the already impractical provision regarding political speeches.

Then, on top of all this, the bill cuts the legislative license period from three years to one year. After seven years of political gauntlet-running under the intolerable handicap of six-month lisenses, the new bill would decree permanent instability by limiting license terms to one year. This would mean political domination of broadcasting.

Broadcasters want stability for themselves, their employes, their clients and the public. They want to see the orderly development of what is admittedly the best broadcast service in the world.

The industry will not find fault with the proposal to create a Communications Commission, but we believe the Dill bill should be shorn of its objectionable provisions and made to conform with the expressed wishes of the President.

News Via the Radio

THE RADIO-PRESS program drawn up by the ANPA in collaboration with the press associations and the networks has become operative. The circumstances are anything but favorable. At least one serious effort is being made to establish a radio news-gathering organization designed to supplant the spot news services heretofore provided stations by the press.

Many independent stations construe the arrangement as inequitable and unfair. That the public wants its news over the air has been abundantly demonstrated. Many independent newspapers likewise feel that the arrangement is contrary to their own interests, and they would prefer to continue under the old system. It is apparent, too, that no few of them will.

Perhaps it is yet too early to condemn the arrangement, for it hasn't had a chance. With such a hodge-podge of conflicting moves and views, however, it seems inevitable that the arrangement, if it works at all, must be modified to suit the majority of newspapers and stations, who will be guided in large measure by the public reaction. The next few weeks will tell the story.

"Freedom of Expression"

THE BUGABOO about censorship of the radio, agitated by political die-hards and pounced upon by broadcasting's enemies, has been dispelled by President Roosevelt himself. In making public his executive order promulgating the controverted newspaper code, President Roosevelt said:

"The freedom guaranteed by the Constitution is freedom of expression and that will be scrupulously respected * * *."

It is significant that the President used the phrase "freedom of expression," which obviously embraces broadcasting, rather than "freedom of the press," about which the publishers had worked themselves into a frenzy. In so many words, the President answers the charge of "gagging" radio stations and classes the radio station with the newspaper insofar as freedom of "expression" is concerned.

It is significant, too, that while the President and his NRA chief, General Johnson, were caustically critical of the press for the code controversy, both expressed themselves regarding radio within 48 hours. The day following promulgation of the code, General Johnson spoke over the combined NBC and CBS networks. He took time to observe that the success of NRA would have been "impossible" without the cooperation of radio.

Among others, the Radio Commission should take cognizance of the President's expression. While it disclaims the intention, the Commission has been flirting dangerously close to the border of censorship. The celebrated liquor press release is a case in point, not because of intent but due to weak-kneed ambiguity.

The RADIO BOOK SHELF

UNDER the title, "Censorship on the Air," Mitchell Dawson, a Chicago lawyer-writer, in the March issue of THE AMERICAN MERCURY, contends with some vigor that the clause in the radio act prohibiting the Federal Radio Commission from exercising censorship over radio programs is a joke.

Citing the "obscene, indecent, or profane language" proviso as the loophole, Dawson relates in his own fashion the more sensational instances in which the Radio Commission has thrown broadcasters off the air, such as the Brinkley, Baker, Duncan, Henderson, and Shuler cases, along with minor instances of reprisals against offending stations.

The author places part of the blame for censorship on the broadcasters themselves, however, and points out that they are out for profit primarily. He asserts that their position is different from that of publishers because of the limited amount of broadcasting facilities.

"Those who have been favored with licenses to broadcast ought therefore to be compelled to yield some time to the expression of minority opinions," he writes.

Dawson offers no panacea other than "a constructive social policy on the part of the licensing authority," which he says "might be developed by the appointment to the Radio Commission of men distinguished for their integrity, open-mindedness and independence from the pressure of social interests. Such a body could and should experiment with the distribution of radio licenses to applicants representing the numerous and diverse interests of the entire public."

Concluding, he observes: "The red devil we have to contend with is not the devil of indecency, profanity, and radicalism, so ardently feared by the FRC and the studios, but the devil of despotic control of the radio channels."

Unsought Advice

OUT OF a clear sky, and for no apparent reason, Eddie Dowling, song and dance man, seems to have become an authority on radio, self-styled. He has even suggested to the White House that the broadcasting set-up is all wrong and that the present method of licensing stations should be changed.

On reliable authority, we learn that the White House has pigeonholed the Dowling recommendations. He was not asked for them in the first place. Moreover, there is some question as to his qualifications for the self-appointed post of radio advisor to the administration.

This last blast of the Broadway luminary is the most "sensational" of several statements he has made since becoming a member of the Code Authority for the broadcasting industry in January. In one of his recent statements, he said that as a member of the Code Authority he would see that the radio performer got a square deal. Yet, we understand, Mr. Dowling did not go to the trouble of attending the sessions of a committee of the Code Authority in New York early in February on this very subject!

We Pay Our Respects To—

CHARLES BYRON JOLLIFFE

THIS MONTH—on March 1, to be exact—Charles Byron Jolliffe, Ph. D., begins his fifth year as chief engineer of the Federal Radio Commission. In retrospect, those four years have seen much radio history made, and Dr. Jolliffe has been intimately associated with each technical phase of the development. But he is authority for the statement that radio has hardly scratched the surface of its potentialities and that the next four years will produce even greater accomplishments, with the burden of orderly regulation devolving upon the Commission or its successor.

An outstanding scientist whose attainments in technical radio are well known, Dr. Jolliffe, however, has proved more than a technician in his position with the Commission. Soon after he assumed charge of the Engineering Division, the Commission found it had an executive who combined with his broad technical knowledge of radio and communications a keen insight into the practical and economic sides of these fields. He might be described as an economist-engineer. As a matter of fact, he is regarded unofficially as a sort of "sixth member" of the five-man Commission.

In 1930, when Dr. Jolliffe assumed office, the Engineering Division personnel could be counted on one hand. Now it has a dozen engineers and a staff of twice that number. Since then the complexion of the radio spectrum, insofar as allocations are concerned, has been altered virtually in its entirety. There have been no reallocations in the broadcasting band, it is true, but the long waves and the short waves have been turned topsy turvey with respect to assignments of services—the last sweeping shift having been accomplished two years ago with hardly a ripple of difficulty. This has been attributed to the remarkably effective plan of transition worked out by the Commission's engineers, under Dr. Jolliffe.

It was Dr. Jolliffe who paved the way for the opening of the 1500-1600 kc. band for experimental commercial broadcasting. He also introduced the system under which all experimental station licensees submit to the Commission at regular intervals confidential reports on their work. In that way the Commission is enabled to keep abreast of the technical developments in new radio fields. Similarly, it is because of these reports that the Commission has not yet seen fit to lift the experimental restriction imposed on television, but it admits that the economic factor is just as important as the technical in visual broadcasting.

Of greatest significance, however, has been Dr. Jolliffe's work in "cleaning up" transmission through enforcement of rigid regulations under which broadcasting stations must toe the mark in technical efficiency. Regarded as perhaps the most important single step toward good quality transmission was the order, conceived by Dr. Jolliffe, requiring stations to install equipment limiting frequency deviation to 50 cycles, or a 900 per cent increase over the previous minimum requirement of 500 cycles. This requirement has practically eliminated off-frequency operation. He was instrumental, too, in the drafting of the rules and regulations now in force.

Dr. Jolliffe was selected for the Commission post by the Commission itself. He came to that agency from the Bureau of Standards, Uncle Sam's scientific laboratory in Washington, where he had been assistant chief of its radio section. At the bureau he had specialized in research involving wave propagation, development of the vacuum tube and establishment of the primary frequency standard with which all broadcasting stations are measured.

Charles Byron Jolliffe was born at Mannington, W. Va., on Nov. 13, 1894, the son of Mr. and Mrs. Charles E. Jolliffe. His father had been auditor for the state of West Virginia. Young Jolliffe spent his youth in Mannington, where he attended primary and high schools. He was graduated from West Virginia University in 1915 and then obtained a B. S. degree. Five years later he received a Master of Science degree from the same university, and in 1922 he received a Ph. D. from Cornell University.

(*Continued on page* 37)

PERSONAL NOTES

M. H. AYLESWORTH arrived in Hollywood the middle of February accompanied by Don A. Gilman, NBC vice president and Pacific coast manager, who had been in New York for several weeks.

V. HAMILTON WEIR, formerly attached to the headquarter staff of the Westinghouse radio stations in Pittsburgh, has been named general manager of WLEU, Erie, Pa., which was licensed by the Radio Commission Feb. 10.

R. E. DUNVILLE has joined the sales staff at KMOX, St. Louis. He was formerly advertising and sales manager of the Gardner Motor Co.

HENRY B. McNAUGHTON, who as night traffic manager has been in charge of evening network operations of NBC at New York, has been appointed assistant to W. W. Smith, general manager of the network's Cleveland affiliate, WTAM.

L. L. JAQUIER, commercial manager of WKBF, Indianapolis, has returned from New York, where he had been transacting station business for two weeks.

J. N. NEWELL of Sioux Falls, S. D., has joined KMOX, St. Louis, as director of public relations.

C. L. McCARTHY, for several years manager of station relations and traffic for the Pacific NBC division and more recently executive assistant to Don Gilman, vice president and western manager of NBC, resigned the middle of February. He immediately went to Los Angeles as assistant general manager of KFI-KECA.

G. HAROLD PORTER, vice president and west coast manager for RCA-Victor Co., Inc., on Feb. 15 addressed the Los Angeles Rotarians on "Highlights of Radio Development."

MANNY MARGET, for two years program director at WDAY, Fargo, N. D., has been transferred to KGFK, Moorhead, Minn., as manager, replacing Gleason Kistler, who has joined KFJM, Grand Forks, N. D., as announcer. Frank Austin, formerly of KSTP, St. Paul, has been made commercial manager of KGFK.

J. HOWARD JOHNSON, free lance salesman in Los Angeles, has returned to the sales staff of KNX, Hollywood. He was the first commercial man to put the Los Angeles Philharmonic Orchestra on the air eight years ago.

BENSON K. PRATT, director of public relations in the NBC Chicago division, has been transferred to the New York division, where he will be attached to the press department. Mr. Pratt joined NBC in 1930, and previously had been identified with WENR and WBBM.

ARTHUR MacDONALD, on the sales staff of KHJ, Los Angeles, and Mrs. MacDonald in February became parents of a son, Dennis.

BERNARD LICHTENBERG, vice president of the Alexander Hamilton Institute, New York, addressed the Boston Advertising Club Feb. 13 on the topic "Advertising—Its Ills, Pills and Bills," touching on the administration's attitude toward advertising.

REGINALD MARTIN, formerly chief announcer and sales representative of WKBF, Indianapolis, has been appointed assistant manager in charge of operations at WKBB, Dubuque, Ia.

ROBERT MASLIN, Jr., official of WFBR, Baltimore, is vacationing in Miami with Mrs. Maslin.

R. F. MEGEE, president of Harper-Megee, Inc., RCA-Victor distributors in Seattle, has been named president and general manager of KXA, Seattle. Eric A. Bernard, formerly general manager of KVI, Tacoma, Wash., is station manager.

KENNETH H. BERKELEY, manager of WRC and WMAL, Washington, and Mrs. Berkeley are vacationing in Miami. They will return about March 15.

COL. HARRY STONE, manager of WSM, Nashville, was guest-of-honor Feb. 14 on his 36th birthday at a "Ye Old Times Party" given by Mr. and Mrs. Lasses White at their home in Nashville.

BERT W. HORSWEL, free lance writer and production man, formerly of KWCR and WISJ, has joined the commercial production staff of WROK, Rockford, Ill., in the joint capacity of salesman and expert on merchandising programs.

HERLUF PROVENSEN has resigned as general manager of WLBW, Erie, Pa. Prior to acceptance of that post last fall he was assistant manager of WRC and WMAL, Washington.

STATION OFFICIALS who visited the NBC Chicago division during the last few weeks included: John Gillin, WOW; Vernon Smith, WREN; Ford Billings, KSTP; Paul Titus, president of North American Broadcasting System of Wisconsin, Milwaukee; Col. B. J. Palmer, chairman of board, WOC-WHO; Joe Maland, WOC-WHO; Walter Bridges, WEBC; Charles G. Burke, WDAY; Leslie Fox, WSM; Martin B. Campbell, WFAA; Don Searle, WIBW.

JACK VAN VOLKENBERG, manager of KMOX, St. Louis, visited the CBS Chicago division during the third week of February.

DON HASTINGS, for a number of years identified with radio, has been named manager of KUMA, Yuma, Ariz.

JAMES MITCHELL, formerly sports writer for the Los Angeles Record, has become publicity manager for KMPC, Beverly Hills. He had been with the station handling news broadcasts.

H. BART McHUGH, Jr., president of WIP, Philadelphia, and Mrs. McHugh are parents of a boy, H. Bart McHugh, 3rd.

BEHIND THE MICROPHONE

H. G. ASHBACHER, for the last three years in charge of sound effects in the NBC Chicago division, left the organization effective March 1 and is being replaced by Melvin Wanbault, not heretofore identified with radio.

RALPH ROGERS, formerly chief announcer and production manager at WBT, Charlotte, N. C., has joined the program department of WTOC, Savannah, Ga.

EUGENE V. MOSER, former continuity editor at KMOX, St. Louis, has rejoined the staff as a member of the production department.

JERRY DOWNER, formerly with WJR and WFBM, has joined the staff of WKBF, Indianapolis, as singer and accompanist.

JIMMIE GUNN and his Dixie Serenaders, a sustaining band on WBT, Charlotte, N. C., has been booked for a tour of Virginia and West Virginia.

FLOYD GAITHER, formerly of WJTL, Atlanta, has joined WTOC, Savannah, Ga., as an announcer.

STAN J. MAHURIN, formerly of KFEQ, St. Joseph, Mo., has joined KGNF, North Platte, Nebr., as announcer and commercial representative, and Joe Cook, "the wandering cowboy," has been added to the entertainment staff.

EDDIE ALBRIGHT, announcer at KNX, Hollywood, in February celebrated the 2800th broadcast of his own morning inspirational program called "The Ten O'Clock Family."

XUM

KMTR, Hollywood, on Feb. 23 announced staff changes with the following out: Mel Williamson, announcer; C. Sharp Minor, organist; Lois Deering, pianist, and six members of the studio orchestra. John Page, known on the air as David Carlyle, has been added to the announcing staff. He was formerly with KGER and KTM.

FORREST BARNES, who recently resigned as production manager of KMPC, Beverly Hills, Cal., has written "American Parade," historical series, which started over the Southern California Network late in February from KFWB, key station.

LANNY ROSS will return to New York three weeks in March and will broadcast in the NBC Maxwell House Showboat from there. Then he will return to Hollywood to be in "Her Master's Voice" for Schulberg Productions.

TOWERS OF WOOD

Spliced Poles to 200'
Guyed Masts
Fabricated Self Supporting
Full Price Range

JOSLYN MFG. & SUPPLY COMPANY
Franklin Park, Ill.

CROCKETT MOUNTAINEERS, once favorites on CBS from New York, have returned from a cross-country theatre circuit tour and on Feb. 18 signed with KNX, Hollywood, for a 4-times-weekly studio program.

HOWARD SWART, comedian on the Happy-Go-Lucky hour at KHJ, Los Angeles, and Mrs. Swart, in February became parents of a son, which weighed seven pounds and two ounces.

F. BECKELEY SMITH has joined WJAS, Pittsburgh, as announcer, succeeding Charles Arlington, who resigned because of illness.

MARSHALL GRANT, former KHJ organist, joined the staff of KNX, Hollywood, on Feb. 18 as staff organist.

BEN PALEY has been appointed day program supervisor and Truman Bradley has been named night program supervisor of the CBS Chicago division.

ROGER T. KRUPP has joined the announcing staff of WNEW, New York. Formerly assistant art director for J. Walter Thompson Co., New York, he has been associated with WRHM, KSTP, KFI and the Post Broadcasting System in Hawaii.

RUTH WEIR MILLER, soprano, was voted the most popular Philadelphia radio star in a 13-week contest conducted over WIP by Supplee-Wills-Jones Milk Co. The winners were decided by the numbers of letters received following the programs.

BILL GOODWIN, announcer at KHJ, Los Angeles, is announcing the weekly CBS California Melodies programs for several weeks, succeeding Ken Niles, who has gone to KFRC, San Francisco, to announce the weekly Old Gold CBS program. Old Gold production point, however, will later shift to Los Angeles and KHJ.

DICK RANDLETT has joined WDAY, Fargo, N. D., as announcer.

CHAUNCEY HAINES, for the last two years music director of KMPC, Beverly Hills, Cal., on Feb. 20 resigned and became music director for KFAC, Los Angeles. He takes the place of Ray Bailey, resigned.

GRADY COLE, news commentator on WBT, Charlotte, N. C., recently signed to broadcast for his third sponsor, the Cole Mfg. Co. (farm implements). He was already doing programs for the BC Headache Remedy Co., of Durham, and the Radio Distributing Co.

FRED LANE, for the last five years announcer-technician and production man at KFRC, San Francisco, in February became an announcer-production man for KMTR, Hollywood, succeeding Harry LeRoy, resigned.

MILTON WOOD has returned from KFSD, San Diego, to the NBC studios in San Francisco, where he has rejoined the announcing staff replacing Victor Linfoot, resigned.

RODERICK A. MAYS, announcer, and Richard Holman, continuity writer, have been added to the staff of KYA, San Francisco, along with Cy Trobbe, musical director and an orchestra. Previously, Mays was on KLX, Oakland, while Holman is the author of "Milly and Billy," cub reporter serial. Trobbe was for five years on KPO, San Francisco.

IN THE CONTROL ROOM

EDWARD A. JOHNSTON has been appointed technical supervisor of WIP, Philadelphia.

O. B. HANSON, manager of technical operations and engineering for NBC, visited the Chicago division in February. Howard C. Luttgens, Chicago divisional engineer, accompanied him on his return to New York.

THE UNIVERSITY of Wisconsin, radio department of the extension division, will repeat its annual radio short course on March 26, 27 and 28 with lectures morning, afternoon and evening. Registration fee is $1. Lectures on latest developments in radio will be by engineers from representative manufacturers.

HARRY PRICE, until August, 1932, with the Bell Laboratories, New York, has been appointed chief engineer of KXA, Seattle. His staff consists of Maurice McMullen, formerly of KMBC, Kansas City; Harold Gander, former ship operator, and Alfred Wolfe.

VERN TASCHNER, formerly with KFAC-KFVD, Los Angeles, has been added to the technical staff of KMPC, Beverly Hills, Cal.

LESTER NAFZGER, chief engineer of WBNS, Columbus, O., is recovering from a tonsil operation.

JULIUS HETLAND, chief engineer of WDAY, Fargo, N. D., made a field intensity survey showing WDAY's mail coverage area in December. Copies have been mailed to all advertising agencies.

J. J. BELOUNGY, former chief transmitter engineer at WEAF, New York, and one of the original members of that station's engineering staff, has gone to WPG, Atlantic City, as chief engineer. More recently he was with the defunct Amalgamated Broadcasting System.

ENGINEERS assigned to duty at the CBS Radio Playhouse are: Dunham Gilbert, as assistant studio supervisor in charge of the Playhouse; Wilfred Scherer, from studio engineering, and Arthur B. Mundorff, from field engineering.

ORVILLE WEIMER, young Omaha engineer, has joined the KFAB-KOIL, Omaha, engineering staff.

REGINALD WILLCOCKS has been promoted from the service department of NBC, New York, to the traffic department

EARL W. LEWIS, formerly of WFBM, is the latest addition to the engineering staff of WKFB, Indianapolis.

HUDSON GRAHAM, operator at KMOX, St. Louis, and Mrs. Graham announce the birth of a daughter, Elizabeth Ann. The Grahams now have two sons and two daughters.

CHARLES E. MARSHALL has been appointed resident engineer in Chicago by the Hygrade Sylvania Corporation, Emporium, Pa. He will be specifically assigned to contacting local set manufacturers. Formerly he was with the Zenith Radio Corporation.

LEON L. ADELMAN, who has had several years experience among the radio jobbers, has been appointed sales manager of the Cornell-Dubilier Condenser Corp., New York, in charge of the jobbers' division.

THE GENERAL offices of the Institute of Radio Service in Chicago have been expanded on the eleventh floor of the Boyce Bldg., 510 North Dearborn street.

K. C. (CASEY) AMBLER, for the last few months with the publicity department of KFWB, Hollywood, in February was transferred to the technical force. He will be with the Southern California Network, of which KFWB is the key.

Damrosch Honored

DR. WALTER DAMROSCH, musical counsel for the NBC, was given the American Education Award at the annual meeting of the Department of Superintendence at Cleveland on Feb. 27. The ceremony was broadcast over an NBC-WJZ network.

Retail Sales 20% Higher in Detroit

(Detroit News, Feb. 7, 1934)

Business is good in the Fourth Market Now!

You can blanket this important field with your advertising messages over WJR. . . . . .

Reaching the greatest number at the lowest cost of any advertising medium or combination of mediums in the Fourth Market.

WJR

10,000 WATTS
CLEARED CHANNEL
NBC BLUE NETWORK

THE GOODWILL STATION
FISHER BUILDING DETROIT

"Michigan's Greatest Advertising Medium"

Serving the TACOMA-SEATTLE Market Well

KVI

TACOMA, WASHINGTON

Puget Sound Broadcasting Company
INCORPORATED

500 WATTS 570 KC.

PIONEER COLUMBIA BROADCASTING SYSTEM
OUTLET IN THE PACIFIC NORTHWEST

YOU GET ACTION FROM W.S.M.

Our market—the South—is leading the nation out of depression because it has turned out to be the chief beneficiary of the New Deal.

Our station has built up a tremendous audience which has learned that good programs come out of the speaker when you dial in WSM's 50,000 watt signal.

Our merchandising cooperation is unusual in scope and effectiveness.

So when you buy time on WSM you buy action, and plenty of it.

If it was shrewd to buy WSM, Nashville, last year—it is brilliant now.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO.

NASHVILLE, TENNESSEE

Exclusive National Representatives

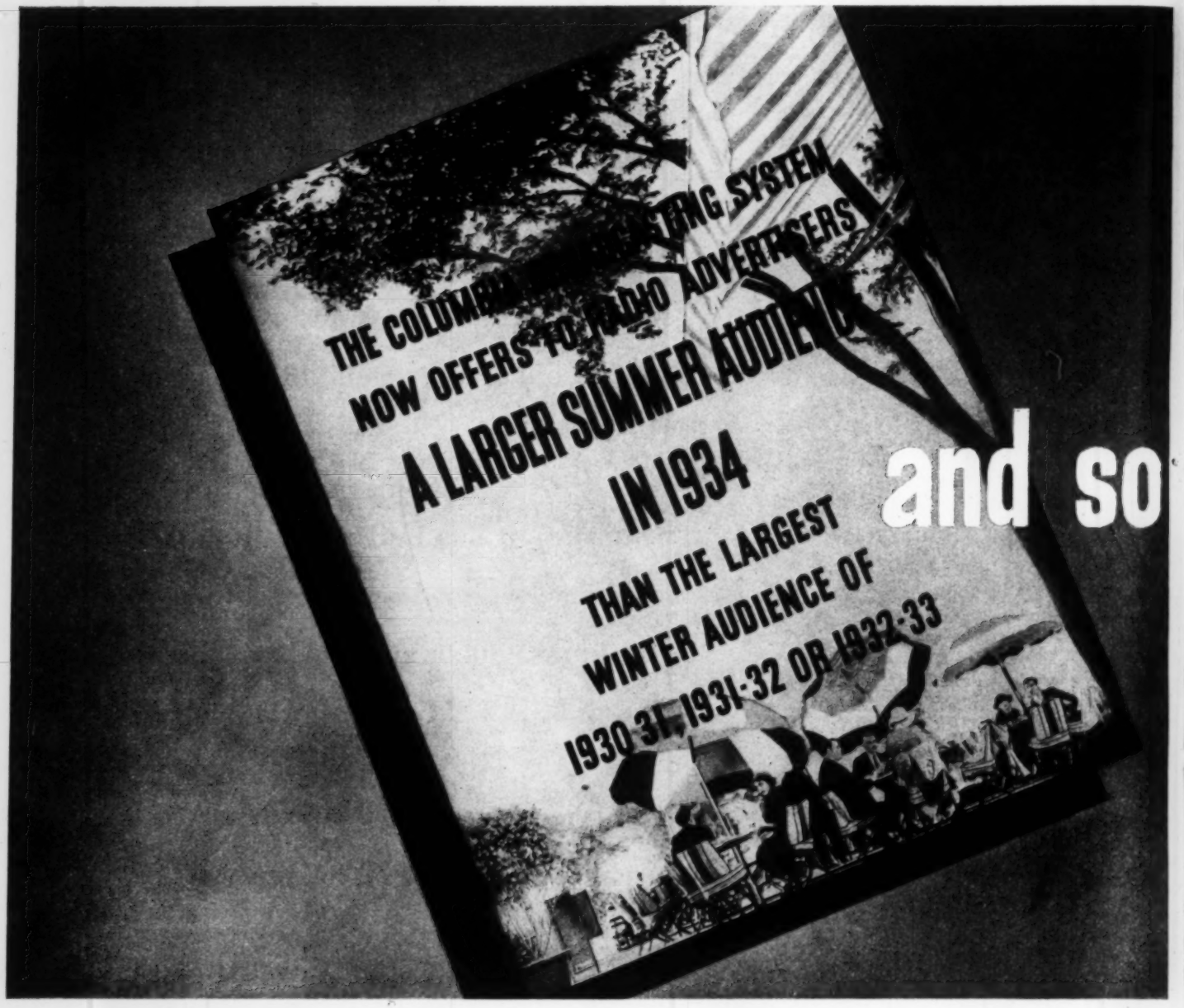
EDWARD PETRY AND COMPANY

NEW YORK CHICAGO DETROIT SAN FRANCISCO

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles



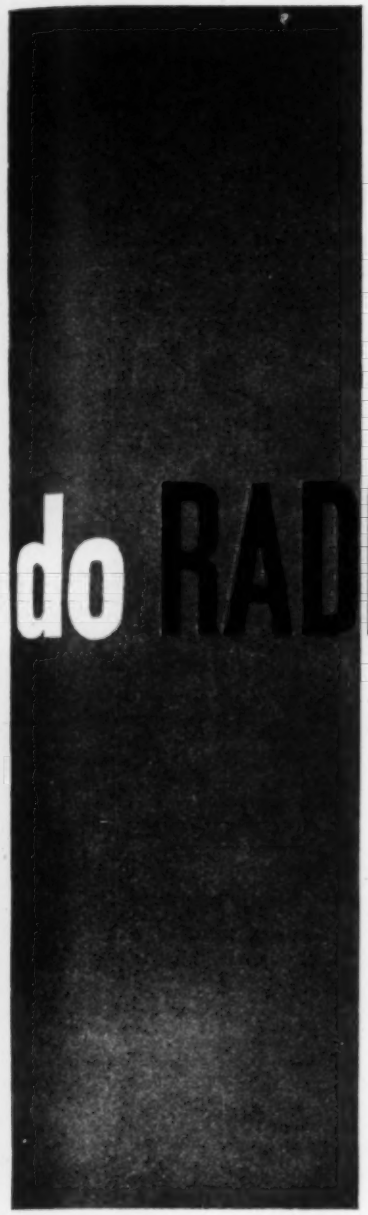
THIS IMPORTANT NEW BOOK PRESENTS ACCURATE, AUDITED PROOF OF THE RECORD-BREAKING SIZE OF THE 1934-SUMMER AUDIENCE. IF YOU HAVE NOT RECEIVED A COPY WRITE TO RADIO SALES, INC., OR THE COLUMBIA BROADCASTING SYSTEM

WABC NEW YORK • **WBBM** CHICAGO • **WJSV** WASHINGTON • **WPG** ATLANTIC CITY

WKRC CINCINNATI • **WBT** CHARLOTTE • **WCCO** MINNEAPOLIS-ST. PAUL • **WFBL** SYRACUSE

KMOX ST. LOUIS • **KHJ** LOS ANGELES • **KGB** SAN DIEGO • **KFRC** SAN FRANCISCO

XUM



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key affiliates of Columbia in 12 major sales territories

Radio Sales Stations will deliver you more total listeners—and more listeners per dollar—during summer-1934 than during the "peak winter months" of 1930-31, 1931-32 or 1932-33. Impress your message on this record-breaking audience with all the prestige of the world's largest network . . . plus all the local "station pull" built up by the brilliant parade of network programs which Columbia alone gives its affiliates. Don't throw away summer sales through lack of accurate FACTS,—1934 facts, about the summer radio market. Call Radio Sales, Inc., or any of the Radio Sales Stations listed on the opposite page. Radio Sales markets have been accurately measured, mapped, weighed and audited for you by Columbia's Research Department. You know, in advance, how many people actually listen to each station, where they live, what they can spend. And this summer you are assured an all time peak in potential buyers—at an all time low in cost-per-prospect.

RADIO SALES, INC.

485 MADISON AVENUE, NEW YORK CITY · PLAZA 3-2520
410 NORTH MICHIGAN AVENUE, CHICAGO · WHITEHALL 6000

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WSM, Nashville: Armand Co., Des Moines (cosmetics) transcription, once weekly, 4 weeks, thru Reincke-Ellis-Youngreen & Finn, Chicago; Paris Medicine Co., St. Louis (Grove's Bromo Quinine), 4 time signals daily, 18 weeks, Lambert & Feasley, N. Y. C.; Early & Daniel, Cincinnati (Tuxedo feeds), quarter hour weekly, 13 weeks, Keelor & Stites, Cincinnati; Olson Rug Co., Chicago, 10 weeks, Philip O. Palmer, Chicago; Akron Lamp Co., Akron, O., one quarter hour, Guenther-Bradford Co., Chicago; Perkins & Miller, Clarksville, Tenn. (Lespedeza) quarter hour weekly, 2 weeks; Ironized Yeast Co., Atlanta, transcription, 3 times weekly, 26 programs, Ruthrauff & Ryan, N. Y. C.; Reliance Mfg. Co., Chicago (Big Yank work shirts), quarter hour weekly, 13 weeks, Carroll Dean Murphy; Monticello Drug Co., Jacksonville, Fla. (666), 2 announcements daily except Sunday, direct; S. A. Keefer, Warm Springs, Ga. (souvenir plaques), 1 announcement weekly, direct; Pathfinder Publishing Co., Washington, D. C. (magazine), quarter hour weekly, 13 weeks, Rhodes & Leisenring; Detroit White Lead Works, Chicago (Synthocote), group program, 3 days weekly, 13 weeks, Henri, Hurst & McDonald, Chicago; Beech-Nut Packing Co., Canajoharie, N. Y. (gum and candy), quarter hour transcription, 78 programs, McCann-Erickson, N. Y. C.; Walker Remedy Co., Waterloo, Ia. (Walko poultry remedy), 26 announcements, Weston-Barnett, Inc., Waterloo, Ia.; Central Shoe Co., St. Louis (Robin Hood shoes), transcription twice weekly, 2 weeks, Jimm Daugherty, St. Louis; Dorothy Perkins Co., St. Louis (beauty preparations), 13 transcriptions, Ridgway Co., St. Louis; Owensboro Tobacco Co., Owensboro, Ky. (Old Kentucky homespun), quarter hour weekly, 13 weeks, direct.

WIP, Philadelphia: Penn-Jersey Auto Stores, Inc., Easton, Pa. (auto supplies) weekly 30-minute program, 52 weeks, thru Publicity Service Corp., Philadelphia; Knox Co., Kansas City, Mo. (Cystex) weekly 15-minute transcriptions, 13 weeks, Dillon & Kirk, Kansas City; Justrite Co., Milwaukee (bird seed) 15-minute program, 13 weeks, direct; J. Stromeyer Co., Philadelphia (Penn-Mar Golden Syrup) 13 weeks daily participation in the Home Makers' Club, Adrian Bauer Agency, Philadelphia; Scientific Laboratories of America, Inc., San Francisco (Reducoids) daily except Sunday announcements, Rob Roberts & Associates, San Francisco; Neville Hitchings, Inc., Philadelphia (newspaper representatives) thrice weekly spot announcements, direct.

WSPD, Toledo: Oneida Community, Ltd., Oneida, N. Y. (Tudor silverware), announcements twice weekly, 26 weeks, thru A. T. Sears & Son, Chicago; Standard Oil Co. of Ohio, Cleveland, 9 announcements, McCann-Erickson, Cleveland; Kosto Co., Chicago (dessert), 12 announcements, Ruthrauff & Ryan, Chicago; McCoy Laboratories, New York (cod liver oil tablets), transcriptions twice daily, 13 times, SHB; McKenzie Milling Co., Quincy, Mich. (pancake flour), studio program 3 days weekly, 20 times, Rogers & Smith, Chicago; Association of American Soap & Glycerine Producers, New York (GPA radiator gylcerine), 70 announcements, SHB.

KDKA, Pittsburgh: Fels & Co. Philadelphia (Fels Naphtha Soap) 52 15-minute daytime programs, through Young & Rubicam, N. Y. C.; Commercial Milling Co., Detroit (cake flours) 3 participations in KDKA Home Forum, Karl Behr, Detroit; Good Luck Food Co., Rochester, N. Y. (pie crusts and desserts) 26 participations in KDKA Home Forum, Hughes, Wolff & Co., Rochester, N. Y.; Freedom Oil Works Co., Freedom, Pa. (gasoline and oil) renewal of daily temperature reports, 13 weeks, Albert P. Hill Co., Inc., Pittsburgh; Crazy Water Crystals Co., Pittsburgh (Crazy Water Crystals) 15-minute evening periods weekly, 13 weeks, Carpenter-Rogers Co., Dallas; Walker Remedy Co., Waterloo, Iowa (Walko poultry remedies) 26 one-minute announcements, Weston-Barnett, Waterloo, Iowa; Graham Paige Motors Corp. Detroit, 13 quarter-hour musical programs, thru W. S. Hill Co., Pittsburgh; Sears Roebuck & Co., Chicago (furs) participations in "Morning Musical Clock," one week, Neisser-Meyerhoff, Inc., Chicago; Bristol-Myers, New York (cosmetics), 52 quarter-hour electrical transcriptions, Thompson Koch Co., Cincinnati; Natural Gas Companies serving the greater Pittsburgh area, evening weather reports for 6 weeks, Ketchum-MacLeod & Grove, Inc., Pittsburgh; Gillette Safety Razor Co., Boston, 23 one-minute electrical transcriptions, Ruthrauff & Ryan, Inc., N. Y. C.; Armand, Des Moines (cosmetics), twice-weekly quarter-hour transcriptions for 8 weeks, Reincke-Ellis-Younggreen & Finn, Chicago.

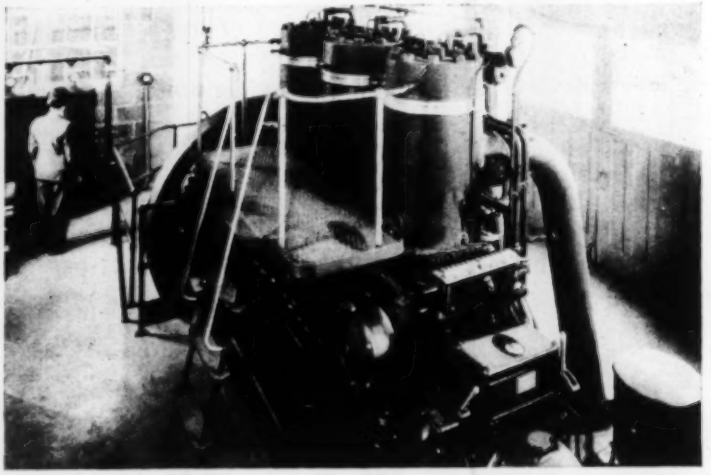
KSL, Salt Lake City: Love Charme Perfume Co., St. Louis, 15-minute studio program, thru Hilmer V. Swenson, St. Louis; United Remedies Co., Chicago (Peruna, Acidine, Kolor Bak), half-hour studio programs 3 times weekly, 52 times, Heath-Seehof, Chicago.

KGA, Spokane: United Remedies Co., Chicago (Kolor Bak), 5-minute announcements, thru Heath-Seehof, Chicago.

WOAI, San Antonio: Armand Co., Des Moines (cosmetics), four 15-minute transcriptions and eight announcements, thru Reincke, Ellis, Younggreen & Finn, Chicago.

WOR, Newark: R. B. Davis Co., Hoboken, N. J. (baking powder) 26 five-minute transcriptions, thru Ruthrauff & Ryan, N. Y. C.; Pillsbury Flour Mills Co., Minneapolis (Minitmix) 5-minute talks, 5 days weekly, 4 weeks, Hutchinson Advertising Co., Minneapolis; California Packing Co., San Francisco (Del Monte salmon) quarter hour transcriptions twice weekly, 13 weeks, McCann-Erickson, Inc., San Francisco; Thomas Leeming and Co., New York (Baume-Bengue) quarter hour transcriptions, twice weekly, 13 weeks, SHB; Crazy Water Crystals Co., Mineral Wells, Tex., 5 minutes twice weekly, indefinite; Mount Clemens Sales Corp. (mineral salts), 5 minutes, 3 days weekly, Associated Advertisers, N. Y. C.; Gold Dust Corp., New York (Silver Dust) quarter hour 3 days weekly, 13 weeks, Batten, Barton, Durstine & Osborn, N. Y. C.; Runkel Brothers, New York (Runko-Malt) half-hour weekly, March 5 to May 28, N. W. Ayer & Son; Great Atlantic & Pacific Tea Co., New York (Seminole) renewed quarter hour weekly, 39 weeks.

WTMJ, Milwaukee: Black Seed Co., Racine, Wis., 10 announcements; Fawcett Publications, Minneapolis (True Confessions magazine), 2 announcements, Critchfield-Graves Co., Minneapolis; Gillette Safety Razor Co., Boston, 46 transcription announcements, Ruthrauff & Ryan, N. Y. C.; Kasto Co., Chicago (dessert), 13 announcements, Ruthrauff & Ryan, Chicago; Bonded Crystal Co., Milwaukee (mineral water), 150 announcements, Allen Rieselback, Milwaukee; Educator Biscuit Co., Chicago, 15-minute transcription 5 days weekly, 65 programs, Blackett-Sample-Hummert, Chicago; Hills Brothers, San Francisco (coffee), 5-minute transcription, 26 programs, N. W. Ayer & Co., N. Y. C.; Knox Co., Kansas City, Mo. (Cystex), 15-minute transcription, once weekly, 13 weeks, Allen C. Smith Advertising Agency, Kansas City; Miesfeld & Muller Co., Sheboygan, Wis. (sausage), one program weekly, 13 weeks; Smith Brothers, Poughkeepsie, N. Y. (cough drops), 42 daily announcements, Hommann, Tarcher & Sheldon, Inc., N. Y. C.; Weeping Minerall Crystals, Milwaukee (mineral water), 52 announcements.



USES DIESEL POWER—Generating power for the 25 kw. transmitter of KSTP, St. Paul, is this 250 hp. Diesel engine. The engine drives a 135 kw. generator, which generates a 440-volt alternating current. Considerable economy of operation is reported by the station, which claims to be the only American broadcaster using Diesel power.

WLS, Chicago: Reliance Mfg. Co., Chicago (work shirts) 3 announcements weekly for indefinite period, through Carroll Dean Murphy, Chicago; Walker Remedy Co., Waterloo, Ia. (poultry remedies), 30 one-minute announcements daily, Weston-Barnett, Inc., Waterloo, Ia.; U. S. School of Music, New York (music lessons), renewed 5-minute electrical transcriptions 11 more times, Ruthrauff & Ryan, N. Y. C.; Lancaster County Seed Co., Paradise, Pa. (seeds and bulbs), seven 5-minute electrical transcriptions, C. F. Kern Advertising Agency, Philadelphia; Hamlin's Wizard Oil Co., Chicago (liniment), 30-minute studio programs, 13 weeks, direct; Smith Brothers Co., Poughkeepsie, N. Y. (cough drops), 36 announcements, SHB and Hommann, Tarcher & Sheldon, N. Y. C.; Goodrich-Gamble Co., St. Paul, Minn. (Hoff's liniment) announcements 3 times weekly for 9 weeks, McCord Co., Inc., Minneapolis; E. H. Rucker Co., Ottumwa, Ia. (baby chick regulators), six 5-minute programs, direct.

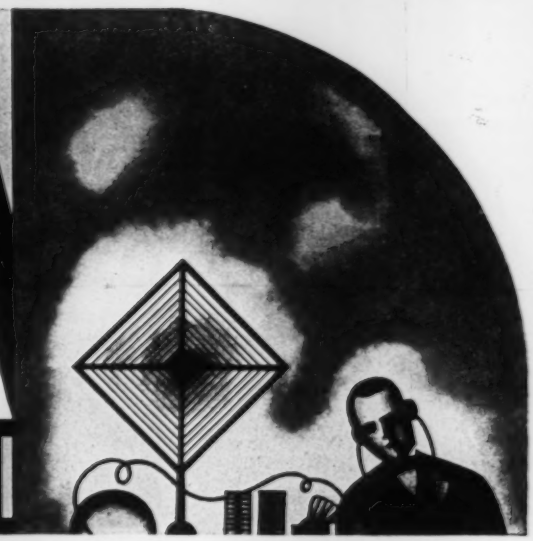
WCAE, Pittsburgh: Fred Fear & Co., Brooklyn (Easter egg dyes), 3 transcriptions, SHB; McCoy's Laboratories, New York (cod liver oil tablets), 13 transcriptions, SHB; R. L. Watkins Co., New York (Dr. Lyon's tooth powder), 26 weekly transcriptions, Blackett-Sample-Hummert, Inc., Chicago; Bayer Co., New York (aspirin), 13 weekly transcriptions, Blackett-Sample-Hummert, Inc., Chicago; Fawcett Publications, Minneapolis (magazines), 3 announcements weekly, 3 weeks, Critchfield-Graves Co., Minneapolis; Radio Cooking Club of America, cooking school, 4 afternoons, Cecil, Warwick & Cecil, N. Y. C.; Waters Center, Minneapolis, 13 announcements, Cramer-Krasselt Co., Milwaukee; Knox Co., Kansas City, Mo. (Cystex), 15 weekly transcriptions, Dillon & Kirk, Kansas City; Chrysler Corp., Detroit, 13 weekly transcriptions, P. Stirling Getchell, Detroit; Gillette Safety Razor Co., Boston, 46 transcriptions, Ruthrauff & Ryan, N. Y. C.

KMBC, Kansas City, Mo.: United Air Lines, Chicago, 5-minute transcriptions, 5 weekly, 4 weeks, thru McCann-Erickson, Chicago; Bayer Co., New York (aspirin), half hour transcriptions once weekly, 13 weeks, WBS; Gillette Safety Razor Co., Boston, 12 announcements weekly, 1 month, WBS; Dodge Motor Co., Detroit, 24 announcements, J. Stirling Getchell, Detroit; Gillette Rubber Co., Eau Claire, Wis., 26 announcements, Kramer-Kressalt, Milwaukee; Raladam Co., Detroit (Marmola reducing tablets), two 15-minute transcriptions weekly, 13 weeks, WBS; Nyal Co., Chicago (Ucatone), 15-minute transcripiton weekly, 8 weeks, A. T. Sears & Son, Chicago.

WNAC, Boston: Hills Brothers Co., San Francisco (coffee), 2 programs weekly, 13 weeks, thru N. W. Ayer, San Francisco; Great Atlantic & Pacific Tea Co. of New England (tissue paper), transcription once weekly, 13 weeks, Radio Broadcasting Co., Boston; E. E. Dickinson Co., New Haven (witch hazel cream), 5-minute beauty talk, 3 days weekly, 32 times, Walker Rackliff Co., New Haven; United States School of Music, New York (music course), 5-minute transcription once weekly, 24 times, Rose-Martin, Inc., N. Y. C.

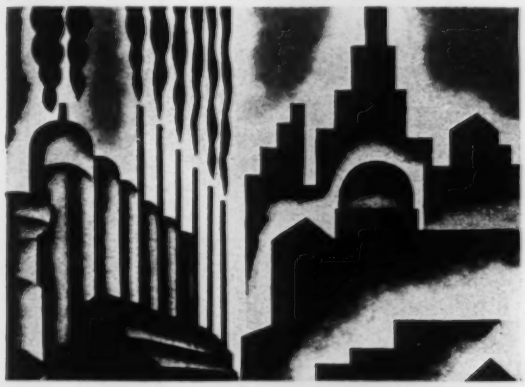
KMOX, St. Louis: Benjamin Moore & Co., New York (paint), once weekly, 26 weeks, direct; Chieftain Mfg. Co., Baltimore (shoe polish), announcements, Van San, Dugdale & Co., Baltimore; Raladam Co., Detroit (Marmola reducing tablets), once-weekly transcriptions, H. W. Kastor & Son, Chicago; Bristol-Myers Co., New York (Ingram's milkweed cream), once-weekly transcriptions, Thompson-Koch Co.; Rosicrucian Order, San Jose, Calif., transcription once weekly, 4 weeks, Virgil L. Jenkins, San Jose; Milton Oil Co., Sedalia, Mo. (Dixcel gasoline), 15 minutes weekly, Anbenger Advertising Agency, St. Louis.

KDKA PITTSBURGH



America's First Station

NBC Basic Blue Network



first in a BILLION DOLLAR MARKET

KDKA, the radio station the whole world knows, is the only high powered (50,000 watts), clear channel station in the rich tri-state area, (Western Pennsylvania, Eastern Ohio and West Virginia). And it is the only station which can provide complete coverage of this area which is America's fourth largest market. • Complete rate, coverage and result information may be obtained from the station or from any of the offices listed below.

NBC LOCAL SERVICE BUREAU

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO & KGO

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

MOST CANADIANS DON'T LISTEN TO STATION WAVE!

In fact, very few New Yorkers or even Chicagoans tune in on us! ● But we most positively do *cover* the 420,000 Louisville-area people who live practically within sight of our new tower —*really reach* more than twice that many logical listeners within 75 miles ● An N. B. C. outlet.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

WJDX, Jackson, Miss.: Studebaker Motor Co., South Bend, Ind., 1-minute transcription daily, 13 weeks, thru local dealer; Crazy Water Crystals Co., Mineral Wells, Tex., 78 transcriptions, 3 weekly, M. A. Williams, Birmingham; Pan American Oil Co., New Orleans, 54 announcements, FitzGerald Advertising Agency, New Orleans; Ironized Yeast Co., Atlanta, 26 transcriptions, Ruthrauff & Ryan, N. Y. C.; Nycal Co., Chicago (Ucatone), 24 transcriptions, A. T. Sears & Son, Chicago; Formfit Corset Co., 6 "Irene Castle" transcriptions, U. S. Advertising Agency; R. L. Watkins Co., New York (Dr. Lyon's tooth powder), "Manhattan Merry-Go-Round," half hour weekly, 13 weeks, WBS; National Refining Co., Cleveland (White Rose Gasoline), 1-minute announcements once weekly, 13 weeks, Hubbell Advertising Agency, Cleveland.

KYW, Chicago: United Remedies Co., Chicago (Peruna, Acidine), one hour weekly with Pickard Family, thru Heath-Seehof, Chicago; Olson Rug Co., Chicago, (home furnishings), half-hour weekly studio program, Philip O. Palmer, Chicago; Numismatic Co., Fort Worth, Tex. (rare coins), 15-minute transcription, Guenther-Bradford, Chicago.

WBBM, Chicago: Great Atlantic & Pacific Tea Co., New York, renewed daily two-hour record program, 13 weeks, thru Charles Daniel Frey, Chicago; Smith Brothers Co., Poughkeepsie, New York (cough drops), daily announcements 6 weeks, thru SHB and Hommann, Tarcher & Sheldon, N. Y. C.; McCoy's Laboratories, Inc., New York (cod liver oil tablets), 1-minute transcription announcements, 6 days weekly, Pack Advertising Agency, N. Y. C.

WMAQ, Chicago: California Packing Corp., San Francisco (Del Monte Salmon), 15-minute transcription, twice weekly, 13 weeks, thru McCann-Erickson, Inc., San Francisco; Borden Co., Chicago (ice cream), renewed 15-minute studio program 13 times, Aubrey Moore & Wallace, Chicago; Ela Singer Ice Pack Co., Chicago (cosmetic), 15-minute studio program 10 times, James H. Turner, Chicago; Thomas Leeming Co., New York (Baume Bengue), 15-minute transcription 26 times, William Esty & Co., N. Y. C.

WTAM, Cleveland: Educator Biscuit Co., Chicago (crackers), 15-minute transcription, 5 days weekly, 65 times, thru Blackett-Sample-Hummert, Chicago; Luxite Silk Products, Milwaukee (hosiery), 15-minute transcription, 13 times, Neisser-Meyerhoff, Chicago.

KSD, St. Louis: Bayer Co., New York (aspirin), 30-minute transcription, 13 times, thru Blackett-Sample-Hummert, Chicago; LaChoy Food Products Co., Detroit (Chinese food), announcements twice weekly, N. W. Ayer & Sons, Philadelphia.

WFAA, Dallas: General Mills, Inc., Minneapolis (Wheaties), 15-minute program twice weekly 13 times, thru Blackett-Sample-Hummert, Chicago; Plough Chemical Co. (cosmetics), transcription announcements 5 days weekly, Lake-Spiro-Cohn, Inc., Memphis.

WRVA, Richmond, Va.: R. L. Watkins Co., New York (Dr. Lyon's tooth powder), "Manhattan Merry-Go-Round," transcription once weekly, 13 weeks, thru Blackett-Sample-Hummert, Inc., Chicago; Keeley Institute, Greensboro, N. C. (sanitarium), 3 announcements daily, 13 weeks, Williamson-Thomas, Greensboro; Dodge Motor Corp., Detroit, 6 WBS announcements, Ruthrauff & Ryan, N. Y. C.; Knox Co., Kansas City, Mo. (Cystex), renewal of weekly transcriptions, 13 weeks, Dillon & Kirk, Kansas City; Benjamin Moore & Co., New York (paint), renewal of weekly studio program, 13 weeks; Chrysler Motor Corp., Detroit (Plymouth), 4 announcements weekly, 2 weeks, J. Stirling Getchell, Detroit.

KVOO, Tulsa: Oneida Community, Ltd., Oneida, N. Y. (Tudor plate), announcements, thru Laueson & Salomon, Chicago; Bayer Co., New York (aspirin), 30-minute transcription, 13 times, Blackett-Sample-Hummert, Chicago.

FELS & CO., Philadelphia (soap), on Feb. 14 started "The Wife Saver" with Allan Prescott and Irving Miller on WJZ, New York, Mondays and Wednesdays, 11-11:15 a. m., EST, thru Young & Rubicam, N. Y. C.

WROK, Rockford, Ill.: Fels & Co., Philadelphia (soap), two 30-minute daytime programs weekly for 39 weeks, thru Young & Rubicam, Inc.; Oneida Community, Ltd., Oneida, N. Y. (Tudor plate), 48 announcements, Lauesen & Salomon, Chicago.

WGN, Chicago: Kellogg Co., Battle Creek, Mich. (cereals) renewed 15-minute daily program 52 weeks, through N. W. Ayer & Son, Chicago.

FKWB, Hollywood: Hyvis Oil Refining Co., Los Angeles, state distributor of oil products, half hour weekly, 26 weeks, direct.

WNEW, Newark: Christian Science Service, Orange, N. J., transcription every fourth Thursday, 52 weeks, direct; Bulova Watch Co., New York, time signals hourly, 52 weeks, Milton Biow Advertising Co., N. Y. C.; King's Brewery, Brooklyn (King's beer), sports review daily, 2 weeks, Milton Biow Advertising Co., N. Y. C.; Glemby Co., New York (Lorraine hair nets), announcements 5 days weekly, 4 weeks, direct; Philip Morris & Co., Ltd., New York (cigarettes), quarter hour weekly, 52 weeks, Milton Biow Advertising Co., N. Y. C.

WPTF, Raleigh: R. L. Watkins Co., New York (Dr. Lyon's tooth powder), "Manhattan Merry-go-round" transcription, half hour weekly, 13 weeks, thru WBS.

KHJ, Los Angeles: Lesquendiue, Inc., New York (Tussy products), 8 quarter hour programs, thru Glasser Advertising Agency, Los Angeles; Continental Baking Corp., New York, six 5-minute programs, Batten, Barton, Durstine & Osborn, N. Y. C.; Standard Oil Co., San Francisco, time signals, renewal, McCann-Erickson, San Francisco.

WJAS, Pittsburgh: Schenley Corp. (Silver Wedding Gin), Boake Carter's "Sport Slants," 5 times weekly, thru Radio Promotion Corp., Philadelphia, transcription; Maryland Pharmaceutical Co., Baltimore (Rem), daily announcements, 6 months, Joseph Katz Co., Baltimore; Nyal Co., Chicago (Ucatone), transcription, once weekly, A. T. Sears & Son, Chicago; United Remedies, Chicago (Acidine and Peruna), three quarters of an hour daily, direct.

WBT, Charlotte, N. C.: Pure Oil Co., Chicago, Carolina division, sponsoring the Dixie Mammoth Minstrels, starting Feb. 27, thru Freitag Advertising Agency, Atlanta.

WDAY, Fargo, N. D.: Kamphene Co., Chicago (Pamphene), daily transcriptions, direct; Land O'Nod Co., Minneapolis (mattresses), 3 announcements weekly, thru Eben and Lucille MacKenzie, Minneapolis; Nyal Co., Chicago (Ucatone), 3 transcriptions weekly, 8 weeks, A. T. Sears & Son, Chicago; Northrup, King & Co., Minneapolis (seeds), 2 transcriptions weekly, Ohmsted, Hewitt Co., Minneapolis.

KQV, Pittsburgh: Scientific Laboratories of America (Reduceoids), 1-minute transcriptions, 6 days weekly, 5 months, thru Bob Roberts and Associates, San Francisco; Willard Tablet Co., Chicago, 2 announcements daily, 13 weeks, First United Broadcasters, Chicago; Household Finance Corp., Chicago (loans), musical clock, 6 days weekly, 2 years.

KPO, San Francisco: Hills Brothers, San Francisco (coffee) on Feb. 22 renewed transcription series, 5 minutes 5 days weekly, thru N. W. Ayer & Son, San Francisco.

$40.25 or $69 A Week

get's you "above-expectancy" results in Pittsburgh

For $40.25 a week you can participate with 150-word announcements 6 days a week in KQV's famous "Blues Chasers" program. (Daily, excepting Sunday, 10 to 11:15 a. m.) Orchestra, vocal trio, soloists, M. C.

For $69 a week you can participate with 150-word announcements 6 days a week in "Blues Chasers" program PLUS "Four-Thirty Special" program (daily excepting Sunday, 4:30 to 5:15 p. m.) Orchestra, singers, M. C.

Two great programs built up ready for you. Years of continued popularity. Biggest day-time programs in Pittsburgh. 'Way above average results for Advertisers.

(Rates quoted are flat net, less only Advertising Agency commission).

KQV

(Reaching more than 2,000,000 population of Allegheny County and adjacent area)

500 WATTS PITTSBURGH 1380 KC.

CHAMBER OF COMMERCE BLDG., PITTSBURGH, PA.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

FONTENELLE TESTED RADIO SYNDICATE FEATURES SCRIPTS

Audience-Approved Scripts That Get Results
Prices That You Can Afford
Largest Exclusive Script Service in U. S.
Write for Sample Script and Proof of Results
B. A. Fenner, Mgr. 2891 Cass St. Omaha, Nebr.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

U. S. TOBACCO Co., New York (Dill's smoking tobacco), on March 9 starts Pick Malone & Pad Padgett with orchestra and guest artists on 20 NBC-WEAF stations, Fridays, 9:30-10 p.m. Agency: McCann-Erickson, N. Y. C.

NORTHAM WARREN Corp., New York (Cutex and Odorono), on March 25 renews Phil Harris and orchestra on 31 NBC-WJZ and supplemental stations, Fridays, 9-9:30 p.m. Agency: J. Walter Thompson Co., N. Y. C.

TASTYEAST, Inc., Trenton, N. J., on Feb. 27 started Arlene Jackson and Green Brothers Orchestra on 8 NBC-WEAF stations, Tuesdays, 7:30-7:45 p.m. Agency: Stack Goble Advertising Agency, N. Y. C. This is in addition to "Baby Rose Marie" on NBC-WJZ.

CAMPANA SALES Co., Batavia, Ill. (ointment), on Feb. 22 started string orchestra and dramatic episodes on 25 NBC-WJZ and supplemental stations, Thursdays, 7:30-8 p.m. Agency: Aubrey Moore & Wallace, Chicago.

PARAFFINE COMPANIES, Inc., San Francisco (Pabco floors and roofings), on March 8 renewed in "Woman's Magazine of the Air," Thursdays, on NBC-KGO network plus KFSD and KTAR. Agency: Emil Brisacher & Staff, San Francisco.

GEO. W. CASWELL Co., San Francisco (Caswell coffee) on March 13 renews concerts on basic NBC-KGO network, Tuesdays, 7:45-8 p.m., PST. Agency: Emil Brisacher & Staff, San Francisco.

VAN CAMPS SEA FOOD Co., Inc., Terminal Island, Calif. (White Star tuna fish), on March 14 participates in "Woman's Magazine of the Air," Wednesdays, 11:10-11:30 a.m., PST, on basic NBC-KGO network plus KDYL. Agency: Emil Brisacher & Staff, San Francisco.

ROCKET GASOLINE Co., Los Angeles, has renewed contract for two weekly quarter hour programs from KHJ over the CBS-Don Lee network. Agency: Beaumont & Hohman, Los Angeles.

THE SHELL OIL Co., San Francisco, switched production of its "Shell Show" from San Francisco to KJJ, Los Angeles, Feb. 19. Program is carried on CBS-Don Lee network.

RALSTON-PURINA Co., St. Louis (Ry-Krisp) on March 27 starts Madame Sylvia and orchestra on 22 NBC-WEAF network stations, Tuesdays, 10:30-10:45 p. m., EST. Agency: Gardner Advertising Agency, N. Y. C.

A. C. SPARK PLUG Co., Flint, Mich., on March 21 starts "Raymond Knight and his KUKU Program" on split NBC-WJZ network, 18 stations at 9 p. m. and 22 at 11:15 p. m., Wednesdays. Agency: Campbell Ewald Co., Detroit.

GENERAL FOODS Corp., New York (La France) on March 10 starts Beatrice Fairfax in "Advice on Marriage" on 29 NBC-WEAF stations, including KGO hookup, Saturdays, 9:30-10 p. m. Agency: Young & Rubicam, N. Y. C.

SPARKS-WITHINGTON Co., Jackson, Mich. (Sparton radios) on Feb. 25 started "Sparton Triolians" on 15 NBC-WJX and supplementary stations, Sundays, 3-3:30 p. m. Agency: United States Advertising Corp., Toledo, Ohio.

CALIFORNIA PACKING Corp., San Francisco (food), on March 29 renews "Del Monte Happy Time" on basic NBC-KGO network plus KOA, KDYL, KGIR, KGHL, and KTAR. Thursdays, 8-8:30 a. m., PST. Agency: McCann-Erickson, San Francisco.

NEW YORK Product Fashion Service, New York, will sponsor fashion parade from Ritz Carlton Hotel over 11 CBS stations March 7, from 3:30 to 4 p. m., Mrs. Tobe announcing. No agency.

COLGATE PALMOLIVE PEET Co., Chicago (Colgate dental cream) on March 3 starts "Colgate House Party" on 53 NBC-WEAF network and supplementary stations, Saturdays, 9-9:30 p. m. Agency: Young & Rubicam, N. Y. C.

PALMER HOUSE, Chicago (hotel) on March 6 starts Ray Perkins and orchestra on 16 NBC-WJZ stations, Tuesdays, 10-10:30 p. m. Agency: Lord & Thomas, Chicago.

M. J. B. Company, San Francisco (coffee and tea) on April 2 will add WDAF and WOW to NBC western network for the "Demi-Tassi Revue," Mondays, 7:30-8 p. m., PST.

NBC changes: Program of Malted Cereals Co,. Burlington, Vt., Sundays, on Feb. 18 moved from 1-1:30 p.m. to 1:30-2 p.m.; F. W. Fitch Co., Des Moines (shampoo) after Feb. 18 broadcasts repeat program for KOA network, Sundays, 11-11:15 p.m., EST.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of BROADCASTING:

Alaska Packing Association, San Francisco (salmon).
Block Drug Co., Brooklyn, N. Y. (Omega oil).
Boston American, Boston (newspaper).
Ben Burke, Inc., Boston (Mr. Boston gin).
California Packing Corp., San Francisco (canned salmon).
The Climalene Co., Canton, Ohio (water softener).
E. E. Dickinson Co., New Haven, Conn. (face cream).
Dictograph Products Co., New York (hearing devices).
Encyclopedia Britannica, Inc., New York (publishers).
The Formfit Co., Chicago (Formfit corsets).
E. Fougera & Co., Inc., New York (Vapex).
Hills Bros., San Francisco (coffee).
Lancaster County Seed Co., Paradise, Pa. (seeds).
La Sosa Co., New York (macaroni).
Thos. Leeming Co., New York (Baume Bengue).
McCoy's Laboratories, Inc., New York (cod liver oil tablets).
Nash Motors Corp., Kenosha, Wis.
Pepsin Syrup Co., Monticello, Ill. (Pepsin Syrup).
Plymouth Motor Corp., Detroit.
Pontiac Motor Co., Pontiac, Mich.
Russell-Miller Co., Minneapolis (Occident flour).
Scientific Lab. of America, Inc., San Francisco (Reduceoids).
Seminole Paper Co., Chicago (Seminole tissue).
Standard Milling Co., New York (Ceresota flour).
U. S. School of Music, New York.

STANDARD RADIO ADVERTISING Co., Hollywood transcription producers-distributors, incorporated in February, has announced its officers as follows: Seth Ely, president; Benson Curtis, vice president, and G. W. King, secretary.

FREEMAN LANG'S sound studios, Hollywood, will hereafter devote its entire facilities to transcription production and will not engage in selling or distribution activities.

CHARLES MACGREGOR and John Eugene Hasty, of the MacGregor-Sollie Laboratories, San Francisco, spent part of February in Los Angeles negotiating with several recording accounts.

RADIO SCHOOL DAYS

KSO Conducts Daily Instruction During Extra Vacation

A DEFINITE community service by KSO, Des Moines, brought the station columns of favorable publicity and increased its value as an advertising medium by enlarging the station's audience. While the Des Moines public schools were taking an extra week's vacation, Jan. 3 to 10, KSO broadcast a regular schedule of educational broadcasts for the pupils.

Facilities of the station were donated to the school board so that instruction might go forward during the extra Yule vacation week ordered so that civil works employes could repair and paint the schools prior to re-opening.

Lessons prepared for the various grades by school teachers were broadcast each morning and afternoon by KSO announcers and school instructors and administrative heads. Pupils were notified by bulletins before the Christmas vacation began in December that the school program would be broadcast and were asked to join in the experiment. A wholehearted response resulted.

REVISED rules and regulations, embracing for the most part routine changes in phraseology designed to clear up ambiguities and inadequacies, have been published by the Radio Commission and are available for distribution. The new compilation, of course, includes amendments to the regulations adopted since the rules were promulgated two years ago.

WSGN

Birmingham, Alabama

A Booming Dixie Market!

MODERATE RATES

$60 buys one month daytime spot announcements.

Programs Reasonable
Talent Abundant

750,000 People Within 60 Miles and WSGN Speaks 15 Hours Daily

250 Watts Day — Full Time
100 Watts Night — 1310 Kilocycles

S. A. Cisler, Mgr.

THE EYES OF THE NATION ARE ON DETROIT!

THINGS are humming in Detroit again! Factory wheels are turning full blast . . . smoke is pouring from the chimneys. Not in several years has Detroit seen such activity. Production is way behind . . . employment is at its highest peak in three years. There's a great new buying power waiting for you in the Detroit area today. To reach it, most effectively and economically, you naturally will use CKLW—THE PREFERRED STATION IN THE DETROIT AREA.

Member COLUMBIA Basic Network

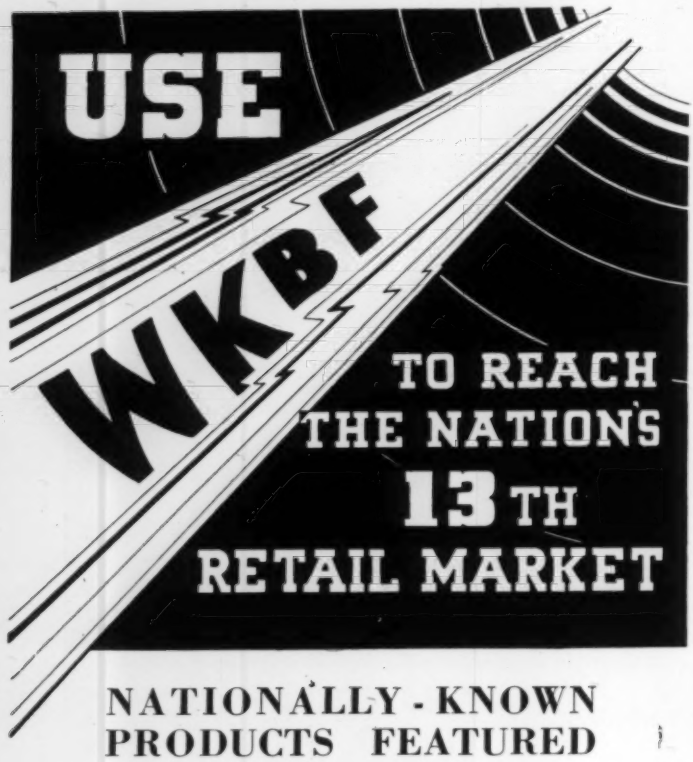
CKLW

THE INTERNATIONAL STATION

5,000 Watts 840 Kc. In the Center of the Dial

Windsor offices— Guaranty Trust Bldg., Phone—4-1155

Detroit offices— Union Guardian Bldg., Phone—CAdillac 7200



NATIONALLY-KNOWN PRODUCTS FEATURED OVER WKBF

Lucky Strike Cigarettes	Rem
Venida Beauty Products	Lysol
Rumford Baking Powder	Cystex
Chevrolet Motor Cars	Penetro
Maxwell House Coffee	Cooks Tours
Campana Italian Balm	Sears Roebuck
Del Monte Products	Willard Tablets
Heinz 57 Varieties	Scott's Emulsion
Yeastfoam Tablets	Sloan's Liniment
Robin Hood Shoes	Vince Antiseptic
Ford Motor Cars	Booth's Sea Foods
AC Spark Plugs	Educator Thinsies
Fitch Shampoo	Household Finance
Laundry Gems	Hamlin's Wizaroyal
Lady Esther	St. Joseph's Aspirin
Climalene	Pebeco Tooth Paste
Ovaltine	Kondon's Nazal Jelly
Lavena	Plough's Face Powder
Jello	Father John's Medicine

Miller Geared-to-the-Road Tires
Hind's Honey and Almond Cream
Goodrich Silvertown Tires
Hudson-Essex Motor Cars
Philip Morris Cigarettes

INDIANA'S ONLY NBC OUTLET

WKBF

D. E. "Plug" Kendrick, *General Manager* — IN — L. L. "Jake" Jaquier, *Commercial Manager*

INDIANAPOLIS

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

J. WALTER THOMPSON has temporarily transferred Fred Fidler, account executive on the Shell Oil Co. program, from San Francisco to Los Angeles for at least six weeks to supervise the weekly Monday night broadcast on the Don Lee network. He also will oversee the Monday broadcast of Rush Hughes' "Langendorf Pictorial" on NBC, being done from KFI.

MAXWELL SHANE, publicity man for Fanchon and Marco theatre units in Los Angeles for several years, late in February joined the Dave Hillman agency, in the same city, making it the Hillman-Shane Agency. He will continue to handle Fanchon and Marco accounts, including several broadcast angles and will announce the Friday Borden Frolics from the Paramount Theatre stage over the Don Lee-CBS network and other radio accounts.

RAY LINTON, for the last three years on the sales staff of WBBM, Chicago, has joined the Chicago office of Greig, Blair & Spight, Inc., station representatives. J. Curtis Willson, for the last two months in Chicago and Detroit for Greig, Blair & Spight, on March 1 transfers to the San Francisco office.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
474 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

FULLER & SMITH & ROSS, Inc., New York, will place the advertising of the Cary Maple Sugar Co., St. Johnsbury, Vt.

RALPH FARNUM talent agency, Beverly Hills (stage and screen) has been given several radio assignments. The office will supply talent for the Don Lee-CBS Shell Show, recently moved from San Francisco to Los Angeles; the Hinds Honey Almond Cream program from New York starting April 8; the Ben Bernie NBC hour, starting March 6, when Bernie starts to do a picture in Hollywood; and the new NBC Chase and Sanborn hour featuring Jimmy Durante.

FIRESTONE FOOTWEAR Co., Boston, Mass. (footwear) has appointed Lavin & Co., Boston, to handle its advertising.

BOND ELECTRIC Co., Jersey City, N. J. (flashlights, batteries, etc.) has appointed O. S. Tyson Co., New York, to handle its advertising.

WALTER BIDDICK CO., station representatives, Los Angeles, has placed an order with Otto K. Oleson sound studios, Hollywood, to pick up the weekly KHJ program known as "Calling All Cars." Account on the station is for Rio Grande Oil Co., with Hixon, O'Donnell and Seymour agency, Los Angeles, in charge. Transcriptions will be spotted on stations in Arizona and New Mexico.

FREDERICK H. SCHMALZ Advertising Agency, Portland, Oreg., will install its own private broadcasting studio for the production and auditioning of programs in which its clients are interested. Mr. Schmalz will specialize in placing transcriptions on Portland stations and will act as exclusive Portland representative of several transcription companies.

C AND O

BROADCASTING EVERY DAY

Genuine Air-Conditioning

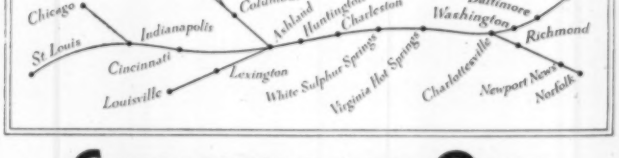
CLEAN, FRESH, SPRINGTIME WEATHER ALL YEAR 'ROUND

RADIO ON ALL THRU TRAINS

THE GEORGE WASHINGTON

THE SPORTSMAN — THE F. F. V.

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it.



CHESAPEAKE AND OHIO

KFAB, Lincoln and Omaha, and KOIL, Omaha and Council Bluffs, announces the appointment of Free and Sleininger, Chicago and New York, as their representatives in the national field of advertising. The agency now handles the national advertising of 14 broadcasting stations.

WALTER BIDDICK Co., Los Angeles, has not been appointed western representative for WBAL, Baltimore. This statement, erroneously reported in the Feb. 15 issue of BROADCASTING, was based on information received from Los Angeles, but is denied by WBAL. We regret the error.

CAL KUHL has been transferred from the New York office of J. Walter Thompson Co. to the Los Angeles branch to take charge of the firm's radio accounts on the west coast. Immediate new assignments will include the Shell Show, which moved production point from San Francisco to Los Angeles, and the new NBC Chase and Sanborn hour (Jimmy Durante), which starts in March.

PROSPECTS

THE SHELL PETROLEUM Corp., St. Louis, is opening its 1934 advertising campaign with a special campaign in the south, including Alabama, Florida, Georgia, Louisiana, Mississippi and Texas. Plans include the use of daily broadcasts through seven leading stations as well as advertising through other media.

WASATCH OIL REFINING CO., Salt Lake City, will start a radio campaign soon through Ad-Craftsmen, Salt Lake City agency. States to be covered include Utah, Idaho, Wyoming and Nevada.

CE-LECT BAKING Co., Boston (Ce-Lect Cracked Wheat), has named the Mitchell Co., Boston, to handle its advertising. Radio and other media will be used.

WARD BAKING CO., New York, has appointed Fletcher & Ellis, New York, to handle a radio campaign which will feature its various products.

PX PRODUCTS Co., Detroit (PX Solution and Mouth Wash) has appointed Smith & Drum, Los Angeles, to handle its eastern advertising. Previously Smith & Drum directed only the western advertising. Present activities include Los Angeles, Seattle, San Francisco, Detroit and Chicago. Radio and other media are being used.

EQUIPMENT

WDOD, Chattanooga, Tenn., has remodelled its entire plant. A complete push-pull system of amplification and modulation, together with an oscillograph, was installed at the transmitter. Studio changes include the installation of U. S. Gypsum acoustical tile in the only studio which had not received this treatment and installation of RCA studio amplification equipment with both velocity and condenser microphones.

PROJECTED Federal Building for Los Angeles includes quarters for the Radio Commission's field department in that district with facilities for office, equipment and giving examinations.

SUCH IS FAME
Popularity of Arthur Godfrey Upsets CBS System

CBS is feeding one of its member stations, WJSV, Alexandria-Washington, a program of records and spots for the first time because of the sudden national popularity of Arthur Godfrey, who has been conducting the Sun Dial on WJSV for a Washington audience.

A month ago Godfrey did an all-night broadcast for DX fans at the suggestion of Harry Butcher, general manager of WJSV, and awoke to find himself famous. Walter Winchell heard him by chance, and the next day gave him national publicity in his column.

As a result, Godfrey is now in New York on a sustaining program broadcast each Tuesday and Thursday afternoon over the CBS network. As Washington sponsors and listeners did not want to drop the early morning Sun Dial program, CBS arranged to feed it to WJSV from New York from 7 to 8:30 a.m. daily.

AFA Meeting Set

THE 13TH annual convention of the Advertising Federation of America will be held in New York the middle of June, its directors decided Feb. 13.

Consistently serving

Colorado Springs, Pueblo, Canon City, Cripple Creek, Arkansas Valley, and the Great Plains.

"The only Chain Station in Southern Colorado"

A Pedigreed
EMPLOYMENT SERVICE
For
RADIO EXECUTIVES
Who require the services of Highly Trained
RADIO ENGINEERS

•

IF THERE was such a thing as "Pedigreed Engineers" that's the classification our thoroughly trained men would fall into.

Most of the students and graduates of CREI are men who are, and have for years, been professionally engaged in Radio. They are men who are ambitious enough to study while they work . . . men who are qualifying themselves for the most important jobs you have to offer.

We know all about their ability . . . their training . . . their past experience . . . we have just the man you are looking for . . . and we charge you nothing for getting you together. . . . Our reward is derived from the satisfaction of seeing GOOD MEN find GOOD JOBS in any of the following phases of Radio Engineering . . .

TELEVISION
AVIATION . . . POLICE
COMMERCIAL . . . SHIPPING
PUBLIC ADDRESS
SALES AND SERVICE

•

CAPITOL RADIO
Eng. Inst.

E. H. Rietzke
Dept. B-3

CREI

14th and Park Rd.
Wash., D. C.

One Contest Announcement

IN

FOUR FIFTEEN-MINUTE PROGRAMS

last month, brought a nationally known insurance firm, using WIL exclusively, 26,000 pieces of mail in four days. WIL Means Guaranteed Results.

JANUARY 1st, 1934,

A great St. Louis independent packing company, began a series of 15-minute programs each evening, using WIL exclusively. "Our business has increased 20,000 pounds of sausage weekly, since we turned to WIL to bring our advertising messages to St. Louisans. We are so pleased that we are buying an additional morning program," an executive of the company stated. WIL Means Guaranteed Results.

GUARANTEED RESULTS

That is the reason for the current record of which WIL is proud—the record that WIL regularly and consistently carries more local sponsored programs than its three local station competitors COMBINED.

WIL
ST. LOUIS

"The Biggest Little Station in the Nation"

Complete Coverage?

K We can't claim complete coverage for the entire western country... we'd be all wet . . .

•

D Ours is a profitable coverage . . . where the people live (you don't care about sparsely settled prairies and mountains)

•

Y Our listeners are loyal and habitual... they represent better than 60% of the radio owners in the Salt Lake City distributing market.

•

L

"THE *popular* STATION"

Salt Lake City
Utah

an NBC Station

Representatives
GREIG BLAIR & SPIGHT, INC.
New York - Chicago
San Francisco - Los Angeles

Highlights of Dill Bill

(*Continued from page 6*)

sion shall impair the right of the remaining commissioners to exercise all the powers of the Commission.

(d) Each commissioner shall receive an annual salary of $10,000, payable in monthly installments.

(e) The principal office of the Commission shall be in the District of Columbia, where its general sessions shall be held; but whenever the convenience of the public or of the parties may be promoted or delay or expense prevented thereby, the Commission may hold special sessions in any part of the United States.

(f) Without regard to the civil service laws or the Classification Act of 1923, as amended, (1) the Commission may appoint and prescribe the duties and fix the salaries of a secretary, a chief engineer and one or more assistants, a general counsel and one or more assistants, experts, inspectors, and special counsel, and (2) each commissioner may appoint and prescribe the duties of an assistant at an annual salary not to exceed $4,000 per annum. The general counsel and the chief engineer shall each receive an annual salary of not to exceed $9,000; and no assistant, expert, or inspector shall receive an annual salary in excess of $7,500 per annum. The Commission shall have authority, subject to the provisions of the civil service laws and the Classification Act of 1923, as amended, to appoint such other officers, examiners, and other employes as are necessary in the execution of its functions.

(g) The Commission may make such expenditures (including expenditures for rent and personal services at the seat of government and elsewhere, for office supplies, law books, periodicals, and books of reference, and for printing and binding) as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress. All expenditures of the Commission, including all necessary expenses for transportation incurred by the commissioners or by their employes, under their orders, in making any investigation or upon any official business in any other places than in the city of Washington, shall be allowed and paid on the presentation of itemized vouchers therefor approved by the chairman of the Commission or by such other member or officer thereof as may be designated by the Commission for that purpose.

(h) Four members of the Commission shall constitute a quorum thereof and two members shall constitute a quorum of a division. The Commission shall have an official seal which shall be judicially noticed.

(i) The Commission may perform any and all acts, make such rules and regulations, and issue such orders, not inconsistent with this Act, as may be necessary in the execution of its functions.

(j) The Commission may conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice. No commissioner shall participate in any hearing or proceeding in which he has a pecuniary interest. Any party may appear before the Commission and be heard in person or by attorney. Every vote and official act of the Commission shall be entered of record, and its proceedings shall be public upon the request of any party interested.

(k) The Commission shall make an annual report to Congress, copies of which shall be distributed as are other reports transmitted to Congress. Such report shall contain such information and data collected by the Commission as may be considered of value in the determination of questions connected with the regulation of interstate and foreign wire and radio communication and radio transmission of energy, together with such recommendations as to additional legislation relating thereto as the Commission may deem necessary: **Provided,** That the Commission shall make a special report not later than February 1, 1935, recommending such amendments to this Act as it deems desirable in the public interest.

(l) All reports of investigations made by the Commission shall be entered of record, and a copy thereof shall be furnished to the party who may have complained, and to any common carrier or licensee that may have been complained of.

(m) The Commission shall provide for the publication of its reports and decisions in such form and manner as may be best adapted for public information and use, and such authorized publications shall be competent evidence of the reports and decisions of the Commission therein contained in all courts of the United States and of the several States without any further proofs or authentication thereof.

Divisions of the Commission; Jurisdiction of Commission and Division

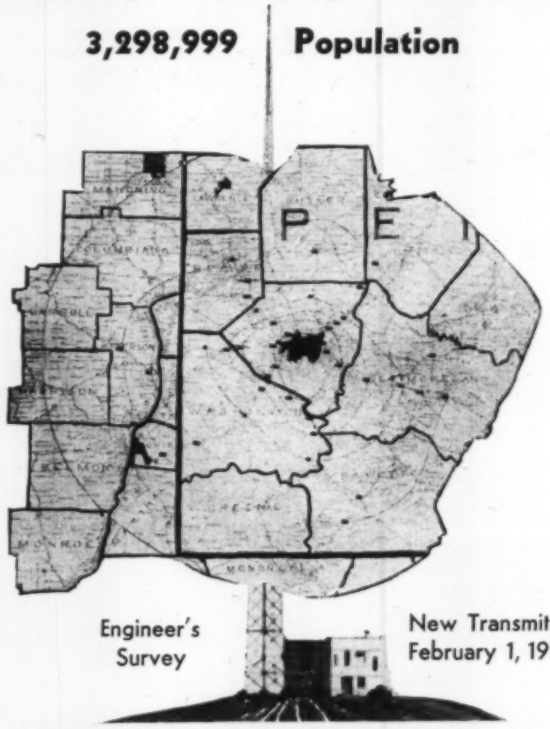
Sec. 5. (a) The Commission shall be organized into three divisions which shall exercise the jurisdiction of the Commission as follows: (1) The radio division shall have jurisdiction of all matters relating to or connected with broadcasting, with amateur stations, and the mobile service; (2) the telephone division shall have jurisdiction of all matters relating to or connected with common carriers engaged in voice communication by wire or radio other than broadcasting; and (3) the telegraph division shall have jurisdiction of all matters relating to or connected with common carriers engaged in record communication by wire, radio, or cable. The chairman of the Commission shall be a member of all three divisions; two other commissioners, one of whom for each division shall be chosen vice chairman of the Commission presiding over the division, shall be assigned by the Commission as members of each division. Except for the chairman no member of the Commission may be a member of more than one division; but in case of a vacancy in any division, or of absence or inability to serve thereon of any commissioner thereto assigned, any commissioner designated by the chairman for that purpose may temporarily serve on said division until the Commission shall otherwise order.

(b) The whole Commission shall have jurisdiction of (1) all matters arising under this Act which do not fall within the jurisdiction of a division, as above prescribed; (2) all matters which fall within the jurisdiction of more than one division; and (3) teletype service, telephoto service, the regulation of charges

(*Continued on page 41*)

Primary Coverage Reaches

3,298,999 Population



WCAE, Incorporated
PITTSBURGH, PA.

LOOKING FOR A PROGRAM ?

We are
producers of original ideas
for transcription or live
broadcasting.

Creators of
Chandu, Black & Blue, Monte Cristo, '98, etc., etc.

EARNSHAW-YOUNG, INC.
LOS ANGELES: 714 W. 10th St.
NEW YORK: 220 E. 42d St.
CHICAGO: 201 E. Delaware Pl.

Charles Byron Jolliffe

(*Continued from page 25*)

From 1917 to 1920 young Jolliffe was instructor in the physics department of West Virginia University, leaving that assignment for a similar post at Cornell. In the interim, however, from February, 1918, to February, 1919, he was with the Science and Research Branch of the Signal Corps, which later became the Air Corps of the U. S. Army.

In 1922 Dr. Jolliffe received an appointment to the Bureau of Standards, where he served until 1926. During the following year he was director of research of the Buckeye Incubator Co. of Springfield, O., but he returned to the bureau in 1927, becoming its assistant chief. It was in that year that the Radio Commission was created as a purely temporary agency. Dr. Jolliffe was called upon to participate in the work of the national radio conferences called by the then Secretary of Commerce Hoover, as well as to help in the preliminary technical work of the Commission itself.

Because of his intimate knowledge of technical radio and because, unlike most technical men, he is an able "diplomat," Dr. Jolliffe has been called upon to attend the various international conferences on radio for the United States. His first assignment was as a technical advisor at the Washington Radio Conference of 1927. In 1929 he was technical advisor to the American delegation which attended the preparatory radio conference at The Hague. Two years later he was a delegate to the second preparatory radio conference, held in Copenhagen. He also was named a delegate to the International Radio-Telegraph Conference at Madrid, in 1932, and was chief technical advisor at the North American Radio Conference at Mexico City last summer.

In 1918 Dr. Jolliffe married Miss Ola Kiser, of Woodstock, Va. They have two children—twin girls—Jane and Julia, who are eight years old.

Dr. Jolliffe is a fellow in the Institute of Radio Engineers and has been most active in its affairs. He is author of numerous papers relating to scientific radio. He is a member of the honorary fraternities Sigma Xi (scientific) and Phi Beta Kappa (scholastic). Aside from radio itself, his only hobby is golf. He is a member of the Kenwood Golf and Country Club in surburban Washington.

WJJD Grant Halted

AUTHORITY granted to WJJD, Moosehart, Ill., Jan. 16, to move its studio to Chicago, was suspended by the Radio Commission Feb. 20 upon protests filed by WGN, WENR, WLS, WMAQ, and WCFL, all in Chicago. The application was designated for hearing.

5-Minute Dramas

AN EFFECTIVE use of 5-minute spots is being made by Goodrich Silvertown, Inc., Indianapolis branch, in a thrice-weekly broadcast over WKBF, Indianapolis. Famed sport events of the past and commercial credits are dramatized in terse interesting fashion.

John Henry Seeks Congressional Post

Mr. Henry

J. M. HENRY, manager of KOIL, Council Bluffs-Omaha, is a candidate for the Republican nomination for Congress from the Seventh Iowa district, which embraces the southwestern portion of the state. The only other candidate for the Republican nomination is former Rep. C. E. Swanson, who served before the last election. The seat is now held by Rep. Wearin, Democrat.

Mr. Henry, who is well known in broadcasting circles in the middlewest, was mentioned for the post of fourth zone member of the Radio Commission following the resignation of Charles McK. Saltzman two years ago. He is a former newspaperman.

Annie's 1000th Show

LITTLE ORPHAN ANNIE, which started its long radio career on WGN, Chicago, Dec. 8, 1930, and has been heard six nights a week ever since, on Feb. 20 celebrated its 1000th performance on the air. The popular children's comic strip program has been on NBC since the fall of 1931 and is now heard over the NBC-WJZ and NBC-KGO networks plus KDYL and KOA. It is written by Frank Dahm.

THE AUDIENCE DOES THE BUYING

A true measure of the advertising value of a station or program is its audience.

One of the first things WCAE, in Pittsburgh, did, after completing their new transmitter, was to retain us to make an audience measurement for them. They know, from past experience, the value of such information.

On March 15, WCAE will have impartial data, available to advertisers, showing the actual number of radio homes tuned to their station, day and evening, week days and Sunday.

These figures are the result of an application of

THE SOBY YARDSTICK OF AUDIENCE VALUE

which will provide you also with accurate, impartial and comparable data about the size and location of the audience of radio programs and stations.

We have just completed an audience measurement of Cuyahoga County—Cleveland, Ohio. Details and cost of copies upon request.

BENJAMIN SOBY & ASSOCIATES
1023 Wallace Avenue
Wilkinsburg, Penna.

EVERYWHERE!

There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

**In Canada, through the Canadian Pacific Railway Telegraphs*

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

...announcing
Group Broadc

a new major medium . . .
covering America's major
markets . . . combining the
prestige of radio . . . the
pulling power of "Producer"
stations and the Flexibility
of Individual Market Selec-
tion–all at a cost that makes it

"THE *Best* BUY
IN BROADCASTING"

dcasters Inc.

Group Broadcasters Inc., is an organization of leading radio stations serving the most important trading areas in America's major market, (known in Radio as the Basic Area)—where 60% of the population, 62% of all retail sales, 65% of the Nation's wealth, and 72% of Radio's listening audience are found.

GROUP
BROADCASTERS
INC.

JOHN SHEPARD, 3rd—WNAC
President

Executive Committee

ALBERT A. CORMIER—WOR
Chairman

ARTHUR B. CHURCH—KMBC
I. R. LOUNSBERRY—WGR-WKBW
HARRY HOWLETT—WHK
THOMAS P. CONVEY—KWK

MEMBER STATIONS

WNAC	Boston, Mass.
WGR-WKBW	Buffalo, N. Y.
KYW	Chicago, Ill.
WSAI-WLW	Cincinnati, Ohio
WHK	Cleveland, Ohio
CKLW	Detroit, Mich.
WDRC	Hartford, Conn.
KMBC	Kansas City, Mo.
WOR	Newark, N. J.
WIP	Philadelphia, Pa.
WEAN	Providence, R. I.
KWK	St. Louis, Mo.

Other stations being added

...Offering to national and sectional advertisers a new major medium which,—combining the prestige of Radio and the Flexibility of individual market selection,—gives in one unit, the most effective and intensive coverage of these markets at a lower cost per thousand than any other medium.

...Offering guaranteed coverage of these markets by means of outstanding "Producer" stations which have demonstrated for many years their ability to gain an audience, hold an audience and make them buy.

...Offering in addition, wholehearted local cooperation and service to the advertisers, on the part of each station. Group Broadcasters Inc. offers broadcasting service to advertisers placing equal schedules on ten or more of its member stations, at rates which invite comparison with all media covering this important market area.

The advantages accruing to the advertisers using this group make it, we believe, "The BEST BUY IN BROADCASTING".

GROUP BROADCASTERS INC.

ROOM 1432 CHRYSLER BUILDING, NEW YORK, N. Y.
TELEPHONE VANDERBILT 3-3425

3300 UNION GUARDIAN BLDG.
DETROIT, MICH.
CADILLAC 7200

410 WRIGLEY BLDG.
CHICAGO, ILL.
SUPERIOR 3426

RUSS BLDG.
SAN FRANCISCO, CAL.
SUTTER 0144

ACTIONS OF THE

FEDERAL RADIO COMMISSION

FEBRUARY 15 TO FEBRUARY 28 INCLUSIVE

Applications . . .

FEBRUARY 17

NEW, A. V. Tidmore, Salisbury, Md.—CP to operate on 1200 kc., use power of 100 w., D.; transmitter and studio locations to be determined.

WBAX, Wilkes-Barre, Pa.—License to cover CP granted 12-26-33 to make changes in equipment.

WGBI, Scranton, Pa.—CP to make changes in equipment and increase power from 250 w. to 1 kw.; also extension of special experimental authorization to operate with 500 w. on experimental basis.

WDAE, Tampa, Fla.—Consent to voluntary assignment of license to Tampa Times Company, Tampa, Fla.

WAMC, Anniston, Ala.—Modification of CP granted 5-23-33 to extend dates of commencement and completion to 3-1-34 and 5-1-34, respectively.

WHEF, Kosciusko, Miss.—Modification of CP granted 3-18-32 to extend dates of commencement and completion to 2-24-34 and 6-24-34, respectively.

KTRH, Houston, Tex.—Extension of special experimental authorization to use power of 1 kw.; also request to use frequency of 630 kc. on experimental basis.

Applications returned: NEW—Walter E. Freedman, Douglas, Ariz.—CP to operate on 1320 kc., use power of 100 w., unlimited time; NEW, American-Republican, Inc., Waterbury, Conn.—Special experimental authorization to operate on 1520 kc., power of 1 kw., unlimited time.

FEBRUARY 18

NEW, F. L. Whitesell, Forty Fort, Pa.—CP to operate on 930 kc., 1 kw., D.

WBAX, Wilkes-Barre, Pa.—CP to make changes in equipment; increase power from 100 w. to 250 w. and change time from specified hours to unlimited.

KGHI, Little Rock, Ark.—License to cover CP granted 1-5-34 to move transmitter and studio locally.

WSFA, Montgomery, Ala.—CP to make changes in equipment and move transmitter to Jefferson Davis Hotel, Montgomery, Ala.

WMBD, Peoria, Ill.—Authorization to install automatic frequency control.

KGBX, Springfield, Mo.—License to cover CP granted 1-26-34 to install new equipment and change maximum rated carrier power output from 250 w. to 100 w.

WCAZ, Carthage, Ill.—Modification of license to increase power from 50 w. to 100 w.

KECA, Los Angeles.—Change transmitter locally and make changes in equipment (facilities of KGEF now assigned to KFAC); amended to omit request for 780 kc.

NEW, Victor Beverly Pitts, Raton, N. Mex.—CP to operate on 1500 kc., power 100 w., D.

FEBRUARY 22

WICC, Bridgeport, Conn.—Modification of license to change corporate name to Southern Connecticut Broadcasting Corporation.

WGCP, Newark, N. J.—Modification of CP granted 11-10-33 to request extension of commencement and completion dates to 2-25-34 to 6-15-34, respectively.

WCHS, Charleston, W. Va.—Modification of license to change corporate name to Charleston Broadcasting Corp.

NEW, Hubert H. Hall, Erie, Pa.—CP to operate on 1420 kc., power of 100 w., unlimited time (facilities of WERE (WLEU)).

WGST, Atlanta, Ga.—License to cover CP granted 1-2-34 to increase power from 250 w. 500 w., LS, to 250 w. 1 kw., LS and make changes in equipment.

WTMJ, Milwaukee.—Special experimental authorization to increase power from 1 kw., 2½ kw., LS, to 1 kw., 5 kw., LS, on experimental basis; amended to change period of request from 2-25-34 to 3-20-34.

Application returned: KFOR, Lincoln, Nebr.—License to cover CP granted 1-2-34 to move transmitter locally; NEW, Charles Henry Gunthorpe, Jr.; Nacogdoches, Tex.—CP to operate on 1420 kc., with power of 100 w., D.; WTMJ, Milwaukee.—Special experimental authorization to increase power from 1 kw., 2½ kw., LS, to 1 kw., 5 kw., LS., on experimental basis.

FEBRUARY 25

NEW, Tri-State Radio, Inc., Washington, Pa.—CP to erect new station to operate on 1200 kc., 100 w., share with WHBC. (Facilities of WNBO.)

WPFB, Hattiesburg, Miss.—CP to move transmitter and studio from Hattiesburg, Miss., to Troy, Ala., change frequency from 1370 kc. to 1210 kc. and time of operation from unlimited to D.; also consent to voluntary assignment of license to James Glenn Crouch, of Troy, Ala.

NEW, Cyril W. Reddoch, Columbus, Miss.—CP to operate on 1370 kc., power of 100 w., D.

KFOR, Lincoln, Neb.—License to cover CP granted 1-2-34 to move transmitter locally; amended so that application is now in proper form.

NEW, Astoria, Ore.—CP to operate on 1370 kc., power of 100 w., unlimited time.

Application returned: NEW, Harry E. Phelps, Sweetwater, Tex.—CP to operate on 1500 kc., with power of 50 w., D.

FEBRUARY 28

WJEJ, Hagerstown, Md.—CP to change frequency to 1330 kc., increase power, change equipment and move transmitter, exact location to be determined; amended to request 1210 kc., omit transmitter change, change power to 50 w., 250 w., LS, unlimited time.

WHN, New York—Extension of special experimental authorization until 3-30-34 to use power of 1 kw., operate from 1 a. m. to LS and make changes in equipment.

WPEN, Philadelphia—CP for auxiliary transmitter.

KARK, Little Rock, Ark.—License to cover CP as modified, granted 6-9-33 to make changes in equipment and move transmitter locally.

WPTF, Raleigh, N. C.—Modification of CP granted 6-9-33, for approval of exact transmitter site at Cary, N. C.

NEW, Frank M. King, Mobile, Ala.—CP to operate on 1380 kc., power of 500 w., 1 kw., LS, unlimited time (facilities of WODX).

WHAD, Milwaukee—Special experimental authorization to operate on 580 kc., power of 1 kw., unlimited time; change transmitter site to be used with directional antenna, and install new equipment; amended re equipment.

KERN, Bakersfield, Cal.—Modification of license to change frequency from 1200 kc., to 1370 kc.

Applications returned: NEW, McCall's Electric Shop, Ennis, Tex.—CP to operate on 1340 kc., power of 100 w., specified hours; NEW, Homer York, Lufkin, Tex.—CP to operate on 1340 kc., 250 w., unlimited time; NEW, August G. Bendix, Posen, Minn.—CP to operate on 1310 kc., 100 w., specified hours.

Decisions . . .

FEBRUARY 20

WLAP, Lexington, Ky.—Granted modification of CP approving transmitter and studio locations and extending commencement date from Feb. 5 to 30 days from this date and completion date to May 5.

WSOC, Charlotte, N. C.—Granted CP to make changes in equipment and increase daytime power from 100 to 250 w.

KIEM, Eureka, Calif.—Granted modification of license to increase hours of operation from daytime to unlimited.

WEAN, Providence, R. I.—Granted extension of special experimental authorization to use 250 w. experimentally at night in addition to regular power of 250 w.

WJAR, Providence, R. I.—Granted extension of special experimental authorization to use 250 w. power at night in addition to regular assignment of 250 w.

WNEL, San Juan, P. R.—Granted modification of CP to make changes in equipment and extend commencement date to 10 days after this date and completion date from April 16 to 90 days thereafter.

WIBA, Madison, Wis.—Granted special temporary experimental authorization to operate with 500 w., in addition to the regular assignment of 500 w. at night, for period ending April 1.

WJDX, Jackson, Miss.—Granted CP to make changes in equipment and increase power from 1 kw., to 1 kw., night 2½ kw., D.

KTRH, Houston, Tex.—Granted special experimental authorization to change frequency from 1120 kc. to 630 kc. and increase power to 500 w. night, 1000 w. day experimentally until April 1.

KWCR, Cedar Rapids, Iowa.—Granted modification of CP approval of transmitter site, Cedar Rapids, Iowa.

WCHS, Charleston, W. Va., and WTAG, Worcester, Mass.—Granted extension of special temporary authorization to operate with 250 w. additional nighttime power from March 1 until Sept. 1.

Set for hearing: NEW, Voice of Longview, Longview, Tex.—CP for 1370 kc., 100 w., D.; WTMJ, Milwaukee.—Special experimental authorization to increase day power from 2½ kw. to 5 kw. from 2-25-34 to 3-20-34.

NEW, Wyoming Broadcasting Co., Cheyenne, Wyo. (Ex. Rep. 524).—Denied application for CP for new station to operate on 780 kc., 500 w. night, 1 kw., LS, sustaining Examiner Hill.

The Commission, sitting en banc, will hear oral arguments on March 14, in re Examiner's Reports No. 535 and 536, involving applications of WMCA, New York, for an increase of 500 w. power experimentally, and that of WSYR, Syracuse, for an increase in its power from 250 to 500 w., and application of State Journal Co., Lansing, Mich., for new station to operate on 1210 kc., 100 w. night, 250 w., LS., unlimited time.

WDEL, Wilmington, Del.—Application for modification of license requesting increase in power from 250 to 500 w. night, on 1120 kc., restored to hearing docket.

KICK, Carter Lake, Iowa.—Suspended grant to move station from Carter Lake to Davenport, Iowa, make change in equipment and frequency and change call letters to WOC, also authorization for voluntary assignment of license to Palmer School of Chiropractic, because of protests of stations KSO, Des Moines, and WHBF, Rock Island, Ill. Applications set for hearing.

WJJD, Chicago.—Suspended grant of authorization made Jan. 16 to move studio from Moosehart, Ill., to Chicago, because of protests of WGN, WENR, WMAQ, and WCFL. All Chicago stations. Application set for hearing.

The following applications were retired to the closed files for want of prosecution: WAPI, Birmingham, Ala.—To install new equipment increase power; KNOW, Austin, Tex.—To install new transmitter, etc.; KGRS, Amarillo, Tex.—To rebuild transmitter and make changes in equipment.

FEBRUARY 27

KTUL, Tulsa, Okla.—Granted license covering installation of new equipment and removal of studio and transmitter.

WCAE, Pittsburgh—Granted license covering move of transmitter and changes in equipment; also authority to make antenna measurements to determine power input.

KGMB, Honolulu, T. H.—Granted CP to make changes in equipment.

WRJN, Racine, Wis.—Granted CP to make changes in equipment.

WPTF, Raleigh, N. C.—Granted modification of CP to extend commencement date from 8-19-33 to 2-19-34, and extend completion date to 5-17-34.

WKRC, Cincinnati—Granted extension of temporary experimental authority to operate with additional 500 w. power until Sept. 1.

WGBI, Scranton, Pa.—Authority to use 250 w. experimentally in addition to the regular power of 250 w.

WHN, New York—Granted extension of special experimental authority to operate from 1 a. m. to LS with 1 kw. power (normally licensed 1010 kc., 250 w., unlimited time).

WGES, Chicago—Granted authority to operate unlimited time on 1360 kc., pending decision on pending application, but no later than 28 days from date.

WDAG, Amarillo, Tex.—Granted special temporary authority to operate without approved frequency monitor, for 21 days; station to be held responsible for any deviations of more than 50 cycles.

KFQD, Anchorage, Alaska—License extended on temporary basis pending receipt and/or action on application for renewal.

KTAR, Phoenix, Ariz.—Granted extension of modification of license to increase night power from 500 w. to 1 kw., pending final decision on application for modification of license but no later than Sept. 1.

WFLA-WSUN, Clearwater, Fla.—Granted extension of special temporary authority to operate with power of 1 kw. night with directional antenna and 2½ kw., D., until Sept. 1.

KFNF, Shenandoah, Ia.—Granted renewal of license on a temporary basis and designated application for renewal for hearing.

KTM, Los Angeles, and KELW, Burbank, Cal.—Granted special temporary authority to operate on 780 kc., 500 w. night, 1 kw. LS, sharing with KELW. KTM to use two-thirds time, KELW one-third time, pending determination of case in D. C. Court of Appeals. Don Lee Broadcasting System v. Radio Commission. This authority shall extend in no event later than Sept. 1.

NEW, R. D. Lemert, New York—Granted CP for experimental visual broadcasting service.

W9XAO, Chicago, Ill., Western Television Research Co.—Granted experimental visual broadcasting license, 2000-2100 kc., 500 w.

W2XBH, Long Island City, N. Y., Radio Pictures, Inc.—Granted authority to use frequency band 1600-1700 for high speed facsimile transmission, until April 16.

W9XAA, Chicago, Ill., Chicago Federation of Labor—Granted permission to broadcast programs to be rebroadcast by stations in Cuba and Costa Rica.

W8XO, Cincinnati, Ohio, Crosley Radio Corp.—Granted special temporary authority to operate with 500 kw. from 6:30 A. M. to 5 P. M., daily from 2-25-34 to 3-11-34, on frequency 700 kc. Call WLW to be used during this period.

WLW Now Testing During Day With 500 Kw. Power

EXPERIMENTAL operation during daylight hours with 500 kw., now is being maintained by WLW, Cincinnati, under special temporary authority granted it Feb. 24 by the Radio Commission. For the last few weeks the station has been on the air during early morning hours with its super power on an experimental basis, using the call W8XO. The experiments have been held highly successful by Joseph A. Chambers, WLW technical supervisor.

Under the new temporary grant, the station will use 500 kw. daily until March 11 between 6:30 a. m. and 5 p. m., on its regular wave of 700 kc. It will use its regular call, WLW, during these day tests.

It is likely that the Commission later will allow the station to test with 500 kw. during regular evening hours, to ascertain what advantages accrue from the use of energy ten times the maximum now permitted in the United States.

Highlights of Communications Bill

(*Continued from page 36*)

made for the use of telephone wires in connection with broadcasting, and the provisions of this Act relating to valuation of property of carriers, reports of carriers, parents, subsidiaries, and affiliated persons, and accounts, records, and memoranda, to be kept by carriers and depreciation charges in respect of property of carriers. In any case where a conflict arises under this section as to jurisdiction of any division the Commission shall decide which division shall have jurisdiction of the matter, and the decision of the Commission shall be final.

(c) Each division may (1) appoint a director, without regard to the civil service laws or the Classification Act of 1923, as amended, at an annual salary which shall not exceed $8,000 per annum; and (2) hear and determine, order, certify, report, or otherwise act as to any matter under its jurisdiction, and in respect thereof the division shall have all the jurisdiction and powers conferred by law upon the Commission, and be subject to the same duties and obligations. Any action so taken by a division and any order, decision, or report made or other action taken by any of said divisions in respect of any matters assigned to it shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made or taken by the Commission. The secretary and seal of the Commission shall be the secretary and seal of each division thereof.

(d) The director for each division shall exercise such of the functions thereof as may be vested in him by the division, but any order of the director shall be subject to review by the division under such rules and regulations as the Commission shall prescribe.

TITLE III—SPECIAL PROVISIONS RELATING TO RADIO

Allocation of Facilities; Term of Licenses

Sec. 307 (a) The Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, shall grant to any applicant therefor a station license provided for by this Act.

(b) It is hereby declared that the people of all the zones established by this title are entitled to equality of radio broadcasting service, both of transmission and of reception, and in order to provide said equality the Commission shall as nearly as possible make and maintain an equal allocation of broadcasting licenses, or bands of frequency or wave lengths, of periods of time for operation, and of station power, to each of said zones when and insofar as there are applications therefor; and shall make a fair and equitable allocation of licenses, wave lengths, time for operation, and station power to each of the States and the District of Columbia, within each zone, according to population. The Commission shall carry into effect the equality of broadcasting service hereinbefore directed, whenever necessary or proper, by granting or refusing licenses or renewals of licenses, by changing periods of time for operation, and by increasing or decreasing station power, when applications are made for licenses or renewals of licenses: **Provided,** That if and when there is a lack of applications from any zone for the proportionate share of licenses, wave lengths, time of operation, or station power to which such zone is entitled, the Commission may issue licenses for the balance of the proportion not applied for from any zone, to applicants from other zones for a temporary period of ninety days each, and shall specifically designate that said apportionment is only for said temporary period. Allocations shall be charged to the State or District wherein the studio of the station is located and not where the transmitter is located: **Provided further,** That no frequency used for broadcasting shall be reserved for the use of one station for a distance of more than 2,200 miles, airline, if any person, firm, or corporation, capable of rendering radio service in the public interest, make application to operate broadcasting apparatus on any frequency so reserved, at a point beyond the distance of 2,200 miles, airline, from the station or stations already licensed and operating on said frequency, and all applications and licenses considered and granted under this provision shall not be counted as a part of the quota of the zone in which said additional stations are located: **Provided further,** That the Commission may also grant applications for additional licenses for stations not exceeding 250 watts of power if the Commission finds that such stations will serve the public convenience, interest, or necessity, and that their operation will not interfere with the fair and efficient radio service of stations licensed under the provisions of this section.

(c) The provisions of this section shall not apply to the Virgin Islands, Puerto Rico, Alaska, Guam, American Samoa, and the Territory of Hawaii.

(d) No license granted for the operation of a broadcasting station shall be for a longer term than one year and no license so granted for any other class of station shall be for a longer term than three years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not to exceed one year in the case of broadcasting licenses and not to exceed three years in the case of other licenses, but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications.

(e) No renewal of an existing station license shall be granted more than thirty days prior to the expiration of the original license.

Limitation on Holding and Transfer of Licenses

Sec. 310. (b) The station license required hereby, the frequencies or wave length or lengths authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any company, corporation, or association holding such license, to any person or corporation, unless the Commission shall, after a hearing, decide that said transfer is in the public interest, and shall give its consent in writing.

Revocation of Licenses; Fines Imposed by Commission

Sec. 312. Any station license may be revoked, or the station owner fined not to exceed $1,000 by the Commission for each and every day during which such offense occurs, for false statements either in the application or in the statement of fact which may be required by section 308 hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, for violation of or failure to observe any of the restrictions and conditions of this Act, or of any regulation of the Commission authorized by this Act or by a treaty ratified by the United States, or whenever any Federal body in the exercise of authority conferred upon it by law, shall find and shall certify to the Commission that any licensee bound so to do, has failed to provide reasonable facilities for the transmission of radio communications, or that any licensee has made any unjust and unreasonable charge, or has been guilty of any discrimination, either as to charge or as to service or has made or prescribed any unjust and unreasonable classification, regulation, or practice with respect to the transmission of radio communications or service: **Provided, however,** That no license shall be revoked and no station owner fined until the licensee shall have been notified in writing of the proceedings for such revocation or fine, the cause for the proposed action, and shall have been given 15 days to show cause why an order of revocation should not be issued or a fine or fines imposed.

Facilities for Candidates for Public Office

Sec. 315. (a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such station; and if any licensee shall permit any person to use a broadcasting station in support of or in opposition to any candidate for public office, or in the presentation of views on a public question to be voted upon at an election, he shall afford equal opportunity to an equal number of other persons to use such station in support of an opposing candidate for such public office, or to reply to a person who has used such broadcasting station in support of or in opposition to a candidate, or for the presentation of opposite views on such public questions. Furthermore, it shall be considered in the public interest for a licensee, so far as possible, to permit equal opportunity for the presentation of both sides of public questions.

(b) The Commission shall make rules and regulations to carry this provision into effect. No such licensee shall exercise censorship over any material broadcast in accordance with the provisions of this section. No obligation is imposed upon any licensee to allow the use of his station by any candidate, or in support of or in opposition to any candidate, or for the presentation of views on any side of a public question.

(c) The rates charged for the use of any station for any of the purposes set forth in this section shall not exceed the regular rates charged for the use of said station to advertisers furnishing regular programs, and shall not be discriminatory as between persons using the station for such purposes.

Lotteries and Other Similar Schemes

Sec. 316. No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person, firm, or corporation operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes. Any person, firm, or corporation violating any provision of this section shall, upon conviction thereof, be fined not more than $1,000 or imprisoned not more than one year, or both, for each and every day during which such offense occurs.

TITLE IV—PROCEDURAL AND ADMINISTRATIVE PROVISIONS

Jurisdiction to Enforce Act, and Orders of Commission

Sec. 401. (a) The district courts of the United States shall have jurisdiction, upon application of the Attorney General of the United States at the request of the Commission, alleging a failure to comply with or a violation of any of the provision of this Act by any person, to issue a writ or writs of mandamus commanding such person to comply with the provisions of this Act; or, upon application of the Commission, any injured party, or the United States by its Attorney General, for the enforcement of an order or requirement of the Commission under the provisions of this Act, regularly made and duly served, which any person has failed or neglected to obey while in effect, to enforce obedience to such order or requirement by writ of injunction or other proper process, mandatory or otherwise, to restrain such person, its officers, agents, or representatives, from further disobedience of such order or requirement, or to enjoin upon it or them obedience to the same.

[*Section 401 and 402 make provision for court review of orders of the Interstate Commerce Commission applicable to the Communications Commission.*

Sections 403 and 404 provides for investigations by the Commission.

Sections 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, and 416 are administrative provisions relating to hearings, witnesses, orders, joint boards, etc., and are taken largely from the Radio Act and the Interstate Commerce Act.]

TITLE V—PENAL PROVISIONS—FORFEITURES

General Penalty

Sec. 501. Any person who wilfully does or causes or suffers to be done any act matter, or thing, in this Act prohibited or declared to be unlawful, or who wilfully omits or fails to do any act, matter, or thing in this Act required to be done, or wilfully causes or suffers such omission or failure, shall, upon conviction thereof, be punished for each offense, for which no penalty (other than a forfeiture) is provided herein, by a fine of not more than $10,000 or by imprisonment for a term of not more than three years, or both.

Violations of rules, Regulations, etc.

Sec. 502. Any person who violates any rule, regulation, restriction, or condition made or imposed by the Commission under authority of this Act, or any rule, regulation, restriction, or condition made or imposed by any international radio or wire communications treaty or convention, or regulations annexed thereto, to which the United States is or may hereafter become a party, shall, in addition to any other penalties provided by law, be punished upon conviction thereof, by a fine of not more than $500 for each and every day during which such offense occurs.

TITLE VI—MISCELLANEOUS PROVISIONS

Transfer to Commission of Duties, Powers, and Functions Under Existing Law

Repeals and Amendments

Sec. 602. (a) The Radio Act of 1927, as amended, is hereby repealed.

(b) The provisions of the Interstate Commerce Act, as amended, insofar as they relate to communication by wire or wireless, or to telegraph, telephone, or cable companies operating by wire or wireless, are hereby repealed.

Transfer of Employees, Records, Property, and Appropriations

Sec. 603. (a) All officers and employees of the Federal Radio Commission (except the members thereof, whose offices are hereby abolished) are hereby transferred to the Commission, without change in classification or compensation.

Effective Date of Act

Sec. 607. This Act shall take effect upon the organization of the Commission, except that this section and sections 1 and 4 shall take effect upon the enactment of this Act. The Commission shall be deemed to be organized upon such date as four members of the Commission have taken office.

Radio-Press "Program"

(*Continued from page 9*)

order will not be carried out by all radio stations in the country so far as news service is concerned. If the press associations of the country and the broadcasting chains insist that there shall not be more than 5 minutes of news service over the radio and that only after 9:30 o'clock in the morning and after 9 o'clock at night, I venture the prediction there will be a radio news service established in the country that will give the news collection agencies a good deal more trouble than they have ever had up to this time from radio broadcasts. The people of the country expect the radio stations to give them information. The radio stations are giving them information at this time.

"I dare to suggest to the news-gathering associations that they cannot do more to popularize their own newspapers than to allow a larger use of their services than 5 minutes twice a day after 9:30 o'clock in the morning and after 9 o'clock at night. I believe they are in position to combine with the news-gathering agencies of America and the world to give to the American people the greatest news service ever known to the human family. No suppression of this kind can long keep the people from securing the service from the radio stations which those stations are able to give. I earnestly hope they will see that it will be to their interest to satisfy the desires of the people for this information, and not attempt to shut off a great radio service in the form of news in this country."

The Radio-Press Bureau service will be distributed by A. T. & T. teletype or by telegraph, Mr. Barnett announced. The cost per station has been worked out by prorating the estimated cost of operating the bureau, and tentatively has been set at $12.50 a month. In addition, each subscribing station pays delivery costs, which may range from 50 cents a day for a New York station getting delivery by hand, to about $25 a day for a west coast station receiving news overhead telegraphically at press rates.

Details of the arrangements between the networks and their member stations were not available, but it is understood that for the present the chains are paying the cost of operating the bureau, and that they will proceed in the future on the basis of past policies in dealing with member stations—that is, CBS will make no charge for news which becomes part of its sustaining service, and NBC will absorb the charges, as it assesses a flat fee for sustainings. The networks probably will make their broadcast of news from the morning papers at 10:30 a. m., EST, so as to cover both the Eastern and Central time zones at once, and at night at 11 p. m., thus covering three zones. A repeat broadcast for the West coast is considered.

Commentators like Lowell Thomas, Boake Carter, and Edwin C. Hill will confine themselves in future to the background of the news, and H. V. Kaltenborn will make little change in his style, since his programs have long been billed as "Kaltenborn Edits the News."

EDITOR—Dick Grant, who heads the Yankee Network news service.

Late News Schedule

NEWS which develops too late for morning paper service in the Eastern time zone will be included in service for the more westerly zones, Mr. Barrett said, and every effort will be made to give stations in the later time zones the full benefit of this, since the newspapers in their areas receive the benefit equally.

Assisting Mr. Barrett in the operation of the bureau are Trevor L. Christie, formerly with the New York HERALD TRIBUNE and the Associated Press, and Willard J. Heggen, formerly with both the Associated Press and the United Press. News will be received by the bureau from the three press associations in bulletin form by simplex wire, and full reports will be delivered by hand. The bulletins for radio stations will be transmitted to them, at their option, by messenger in New York, by Postal or Western Union, day and night press rates, by timed wire service or by A. T. & T. printer. The last method will be used by the network headquarters in New York.

Station Considered For Pan Americas

U. S. Short Wave Transmitter Would Aid Education Too

PLANS for erection in Washington of a high power short wave federal station, to be employed in program interchanges with South American nations as well as to originate "educational and cultural" programs which could be rebroadcast by domestic stations, are under consideration in official circles. It is proposed that the $200,000 estimated cost be obtained either from the Public Works Administration or through special appropriation by Congress.

It was learned that the plan has been discussed with the State Department, Navy Department, Radio Commission and Congressional radio leaders by the Pan American Union. Four frequencies in the 3,000 to 4,000 kc. band, now assigned to the navy under executive order, could be made available to the station, as well as to stations in other countries on the two American continents for program interchanges.

The plan, which coincides in part with the proposal made last year by Commissioner Harold A. Lafount, includes use of the station for origination of educational and government programs which could be picked up by independent stations or networks for rebroadcasting. In this respect it is thought that the project would meet the demands of educational institutions for programs broadcast by educators and government officials from Washington.

At present, it was stated at the Pan American Union, the matter is being discussed by the State Department with the Navy Department. An investigation is being made to ascertain whether some navy property in the Washington vicinity could be used or whether an entirely new construction job must be undertaken.

IRVING W. CHAPMAN, for the last seven years commercial manager of KHQ, Spokane, Wash., died Feb. 11 of tuberculosis contracted from the effects of poison gas during service in France in the world war. He was 38, and left a widow and two children.

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Licensed broadcast technician—Five years with stations of 1,000 to 50,000 watts power. Both Western Electric and RCA experience. Immediately available. Correspondence desired. Reliable references. Age 27. Box 168, BROADCASTING.

Broadcast engineer—15 years in radio, last 10 on broadcast stations including three years KDKA. Desires position construction, maintenance or operating. Location anywhere. Holds highest license. Box 167, BROADCASTING.

FOR SALE—EQUIPMENT

Type 100 W, RCA 100 watt transmitter. Perfect condition and performance. WORC, Worcester, Mass.

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Beginning March 1st, and continuing daily thereafter, more than seventy stations in every part of the country will go on the air with radio's newest achievement: the WORLD DAILY PROGRAM SERVICE. This flexible service gives stations and advertisers the long-sought way to broadcast economically with first class programs whether over one station or many stations. By providing a new opportunity for local or regional advertisers to go on the air profitably, the World Daily Program Service opens up new sources of revenue for stations—both network and independent.

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